

FAT MEDIA QUALITY ASSURANCE STATEMENT

NOTE 1: This is a CONTROLLED Document as are all quality system files on this server. Any documents appearing in paper form are not controlled and should be checked against the server file version prior to use.

1.0 INTRODUCTION

Fat Media Ltd was formed in 2005 to satisfy customer requirements for websites and associated digital marketing and services. This business has developed well and is expanding successfully.

Additional capabilities have been added to the organisation to include email marketing, viral marketing, pay-per-click advertising and management, search engine optimisation, CD ROM content creation, Flash animation, game engines and design and affiliate marketing

This Quality System relates to the full range of company activities.

2.0 POLICY and OBJECTIVES

Fat Media's quality policy is to achieve sustained, profitable growth by providing services which consistently satisfy the needs and expectations of its customers.

This level of quality is achieved through adoption of a system of procedures that reflect the competence of the Company to existing and potential customers, and, when appropriate, independent auditing authorities.

Achievement of this policy involves all staff, who are individually responsible for the quality of their work, resulting in a continually improving working environment for all. This policy is provided and explained to each employee by the Managing Director or Quality Manager. To achieve and maintain the required level of assurance the Managing Director retains responsibility for the Quality System with routine operation controlled by the Quality Manager. The objectives of the Quality Assurance System are:

- a) To achieve an effective Quality Assurance System complying with International Standard ISO9001 (Quality Systems).
- b) To achieve and maintain a level of quality which enhances the Company's reputation with customers.
- c) To ensure compliance with relevant statutory and safety requirements.
- d) To endeavour, at all times, to maximise customer satisfaction with the services provided by Fat Media

Michael Gibson - Managing Director
November 2008

3.0 DEFINITIONS

The terms and descriptions used in this Statement are generally defined within ISO9001 - Quality Systems.

4.0 QUALITY SYSTEM

The Quality Assurance System applies to all activities of the Company, and has been developed to meet ISO9001. The Quality Assurance System is fully documented and structured in 3 levels:

Level 1: Quality Manual

This document details the corporate quality policy and structure of the Company and references appropriate Operating Procedures.

Level 2: Operating Procedures

These documents describe the actual process, and controls applied, to all activities concerned with the attainment of a quality assured contracting service.

A list of Operating Procedures is given in the Index Section of the Quality Assurance Manual.

Quality Planning

As the Company operates a standard type and range of services, customer satisfaction and quality are achieved by operation in accordance with the documented quality system. Specific customer requirements are identified and documented during the contract review process, allowing these requirements to be communicated and achieved, ensuring satisfaction of all customer declared needs.

5.0 Organization

A full breakdown of responsibilities is included in the Employee section of the Quality Assurance Manual. NB: This will only work if your browser supports Client-Side Image Maps. If not, move down to the text descriptions.

6.0 AUTHORITY & RESPONSIBILITIES

6.1 Authority

6.1.1 All staff are allocated with authority to perform their allocated responsibilities. The following provides a summary of the principal responsibilities of each job role, and these are clarified in greater detail within the Operating Procedures.

6.1.2 All staff share the authority and responsibility of identifying non-compliances or possible improvements, and recording these instances such that corrective action can be taken, both to rectify the immediate situation and to prevent recurrence.

6.1.3 The Managing Director continually reviews the company's resources to ensure that adequate staff, equipment and materials are available to meet customer requirements.

6.2 Responsibilities

6.2.1 Managing Director

- * Approval of the Quality Assurance System

- * Management Review

- * Project Control
- * Supplier Selection & Purchasing
- * Contract Management & Control
- * Training

6.2.2 Quality Manager (ISO9001 Management Representative)

- * Internal Audit
- * Resolution of Quality Assurance System Discrepancies
- * Control & Maintenance of the Quality Assurance System
- * Documentation & Change Control (Quality System Documents)
- * Planning & Organisation
- * Supplier Selection & Purchasing
- * Definition of Installation, Inspection, Test & Maintenance Requirements
- * Sourcing, testing and implementation of new software
- * Sourcing, testing and implementation of new cross-site code

6.2.3 Sales Director

- * Management & Co-ordination of Sales and Support Functions
- * Contract Review
- * Sales Order Processing
- * Design Control
- * Estimating
- * Tenders
- * Project Management
- * Control of Contract Documentation
- * Training

6.2.4 Sales Managers

- * Quotations
- * Contract Review and Order Processing

6.2.5 Support Manager

- * Planning and Co-ordination
- * Control of Production and Testing Procedures
- * Maintenance of Support Facilities and Services

6.2.7 Financial Director

- * Control of Finance and Accounts Operations
- * Training
- * Supplier Selection and Purchasing

6.2.10 Administration Order Processing Clerk

- * Sales Database Administration
- * Checking of Sales Orders
- * Allocation of Order Reference Numbers

6.2.11 Director of Development

- * Sourcing, testing and implementation of new software
- * Sourcing, testing and implementation of new cross-site code

7. COMPLIANCE WITH ISO9001

This Quality System is structured with policy statements relating to each area of activity being within the relevant Operating Procedure. However, the following items of ISO9001 are not addressed within the operating procedures as they are not applicable to this Company:

* Statistical Techniques

8. MANAGEMENT REVIEW and INTERNAL AUDIT

Management review of the suitability and effectiveness of the Quality System take place at least twice per year. During the management meetings actions are allocated and minuted to record the development of the Company's management system.

The objectives of Management Review are:

- a) To establish that the Quality (Management) System is achieving the expected results and meeting the Company's requirements, continuing to conform to the Standard, continuing to satisfy the customers needs and expectations, and functioning in accordance with the established Operating Procedures.
- b) To expose irregularities or defects in the System, identify weaknesses and evaluate possible improvements.
- c) To review the effectiveness of previous corrective actions, and to review the adequacy and suitability of the management system for current and future operations of the Company.
- d) To review any complaints received, identify the cause and recommend corrective action if required.
- e) To review the finding of internal/ external audits and identify any areas of recurring problems or potential improvements.
- f) To review the reports of nonconforming items and trend information to identify possible improvements.

Internal audits of the Quality System are undertaken at least once per annum to confirm that the function concerned is adhering to the Company's Procedures. A comprehensive Audit Programme is compiled at least a year in advance however, should particular needs be identified, the frequency of audit may be increased at the discretion of the Quality Manager. Audits are undertaken by auditors who are trained in auditing and not directly responsible for the functions being audited within that Company. Non-conformance observed is brought to the attention of the person responsible, and is recorded, documented and subject to timely corrective action to ensure full rectification.

9. CONTRACT REVIEW

The Company offers both standard products and specialist services to meet each customer's needs. Standard products are displayed in a catalogue for customer selection. Specialist service requirements differ from one customer to another (and from one contract to another), therefore each tends to be quoted for the specific contract.

Once a proposal is accepted by the customer, or an order is placed, it is recorded and reviewed to establish that the requirements of the order are adequately defined and documented, any differences from the proposal are resolved, and the Company is capable of fully satisfying the customers requirements.

In addition to the original order/ contract specification the customer may also request addition/ variation work to be undertaken by the Company. In these circumstances the work content is documented and agreed with the customer prior to execution to ensure that no ambiguity exists.

10. PROJECT CONTROL

All project activities are strictly controlled to ensure that the project output information complies with customer/ contract requirements, and all project input data.

Project activities are planned and normally executed by specialists and are subject to regular management, review and verification by the Sales Director / Projects Director, and where relevant, agreement with the Customer.

The project input and output items are documented, and where ambiguity exists, will be clarified and documented. All items of project documentation and notes are recorded in a project file. Project output documentation is produced and reviewed to ensure that it:

- * meets the project input,
- * references the project input or appropriate criteria,
- * and identifies all of the characteristics which are critical to the safe and effective operation of the system(s).

Project output is reviewed and approved by the Sales Director, and is also provided to the Customer for approval prior to use. Validation of the project is achieved during commissioning of the system to confirm compliance to the customer's requirements.

The project manager is required to specify any inspections or tests which may verify the project, by practical means, at the earliest possible stage of development.

All changes to the project criteria, input or output are subject to strict review and documentation control procedures.

11. DOCUMENTATION & CHANGE CONTROL

All documentation utilised within the Company related to the management system itself, or to the execution of individual customer contracts is controlled to ensure that it is issued to the appropriate personnel, under the correct level of authority, is revised and reissued as necessary, and all obsolete versions are removed from the point of use.

Such documentation typically includes:

Technical Specifications, Project confirmation forms, Designs
Quality Assurance Manual/ Operating Procedures,

The Quality Assurance Manual, Procedures and Quality Plans are maintained by the Quality Manager who ensures that the appropriate items, at the correct revision levels, are issued to all who need them within the Company.

National/ International Standards, Codes of Practice are maintained by the Support Engineers who ensure that appropriate documents are available within the Company, and are issued at the correct revision levels. External suppliers of documentation are contacted regularly to ascertain that the documents held remain current.

The distribution of standard documents is controlled and recorded on Distribution Lists, which also show the current issue status. The Distribution Lists are reviewed and updated as changes occur.

All changes to documents are reviewed and approved by the person responsible for the original issue and, where appropriate, the nature of the change is indicated on the document. Master copies of the revised documents are retained as records of the changes and renewed as necessary to ensure clarity.

Each contract has a File which contains all relevant information. Information is also held on the company's computer system for ease of access and manipulation.

12. PURCHASING

Suppliers of products, materials and services, where unspecified by a customer contract, are selected on their ability to meet the company's requirements given due consideration to the quality, statutory obligations, timescale and cost. A list of approved suppliers and sub-contractors is maintained which is compiled on the following criteria: -

- a) Previous performance in supplying to similar specifications and requirements.
- b) Stocking of high volume standard items conforming to a relevant British Standard, or supplied with a statement of conformity.
- c) Compliance with an approved third party product/ quality registration scheme.
- d) Recommendation by other similar purchasers or manufacturers of equipment.
- e) A trial order and evaluation of performance.

All supplies and sub-contracts are subject to an authorized Purchase Order providing full clarification of the type and extent of supply.

Should a supplier, not appearing on the Approved Suppliers List be proposed, they will be analysed by capability and subject to acceptance on the authority of a Director.

13. CUSTOMER SUPPLIED ITEMS

Goods received from customers (i.e. logos, branding, data files) are always visually inspected and electronically tested, with any non-conformance being immediately reported to the customer.

14. PROCESS CONTROL

All productive work is planned and undertaken in accordance with the company's procedures, and any specific documents agreed for individual contracts (e.g. contract specifications). Work instructions are provided by the agreed contract specification and any documents referenced therein, alternatively work is performed in accordance with nationally accepted codes of practice (e.g. BS6701).

15. INSPECTION AND TESTING

Inspection and testing is carried out on completion of installation and maintenance activities, with results being documented. Should items not be acceptable against the agreed contract criteria they will be identified for a subsequent evaluation and decision. All repaired items are subject to a re-inspection to ensure acceptability.

On completion of installation and maintenance works, the customer is also invited to check the work performed to ensure full acceptability.

16. TESTING

Application for testing are reviewed on a regular basis to ensure full and effective project delivery. Testing procedures are regularly reviewed, by comparison to a benchmark.

17. NON-CONFORMING ITEMS, PREVENTIVE & CORRECTIVE ACTION

Once non-conforming items have been noticed they are identified by location, associated documents and their project record and entered into that record. All non-conforming items and customer complaints are subject to review and rectification by nominated personnel. The type and extent of non-conformity is documented in order to establish trends and identify possible areas for improvement.

The corrective action required to prevent recurrence is evaluated, documented, and its effective implementation is monitored. All rectification is subsequently re-inspected to ensure complete customer satisfaction.

All employees are encouraged to suggest improvements in methods, materials, suppliers and sub-contractors. The Company has established procedures for review of all activities in order to identify and evaluate all possible improvements in methods/ materials and its procedures.

18. RECORDS

Storage facilities are allocated which ensure that all stored records are identifiable and retrievable, and the storage areas are secure both internally and externally.

Records are maintained on computer magnetic media, and these are subject to "back-up" at regular intervals, with the "back-up" information being stored in a protected location to ensure security from loss/ damage of active data. All records are retained for a minimum of 7 years.

19. TRAINING

The policy of the company is to ensure that all personnel are trained and experienced to the extent necessary to undertake their assigned activities and responsibilities effectively. The company generally procures and recruits employees capable of meeting the technical, skill, experience and educational requirements of the company's activities.

All staff and senior employees are responsible for recommending the training needs of others, and for ensuring that all employees allocated specific tasks are suitably qualified and experienced to execute those tasks. Once training needs are identified these are provided under the responsibility of the Directors.

Full records are maintained of all training undertaken by employees.

23. SERVICING

Service and maintenance contracts are offered to all customers, and these activities are controlled in the same manner as Project Control.

- end -

Access to the Quality Assurance Manual is at J:/Quality/Manual

Return to the Quality Network

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