



Corporate Social Responsibility (CSR) Policy

| Version | Date | Author | Rationale |
|---------|--------|------------------------------------|-------------------------------------|
| V0.1 | Dec 20 | Emma Morris Find My Unicorn | First Draft |
| V0.2 | Dec 20 | Emma Morris Find My Unicorn | Final Review |
| V0.3 | Feb 21 | Emma Morris Unicorn VA Services | Change of business name and logo |



Introduction to Corporate Social Responsibility (CSR)

CSR refers to the way in which businesses regulate themselves to ensure that all their activities positively affect society as a whole. CSR policies aim to guarantee that companies work ethically, considering human rights as well as the social, economic, and environmental impacts of what they do as a business. Businesses should meet, and aim to exceed, relevant legislation, and if legislation does not exist in a particular area, the company should ensure they carry out best practices anyway.

Unicorn VA Services are committed to ensuring that any business undertakings are conducted as ethically as possible by following the below policy.

Who we are and what we do

Unicorn VA Services is a Virtual Assistance and Online Business Management business that provides virtual admin and management support to SME's and self-employed individuals.

Mission Statement

To provide innovative and cost-effective administration and management support that makes businesses more profitable, gives business owners a better work life balance and improves the overall wellbeing of its clients by reducing their workload.

Looking after Clients

It is extremely important that our clients are well looked after and to ensure that they have a positive and lasting impression of our business.

Improving Client satisfaction and retention

To ensure our clients are consistently satisfied we regularly request feedback on the quality of service our clients receive. This is done formally and informally, and clients can leave feedback in a variety of ways such as:

- Reviews on social media
- Service review calls (weekly/ bi-weekly / monthly dependent on client preference)
- Trust Pilot
- Quarterly service reviews



- End of project feedback

Complaint Management

Unicorn VA Services a Complaints Policy and Procedure made available on our website and all complaints, outcomes and implemented actions are held on a central record.

Client Communication

Client's can expect to receive a reply to any communication the same day during working hours and within one working day outside of working hours

We implement regular service calls. The frequency of these is determined by client preference and are often weekly, bi-weekly or monthly.

Protecting the Environment

Unicorn VA Services is committed to reducing the environmental impact our business activities may have and do so in the following ways:

- A 100% paperless office
- Business travel is kept to an absolute minimum with meetings held online as a preference
- Recycle office supplies when possible such as toner cartridges and glass
- Use natural light and ventilation rather than air conditioning/artificial lighting etc

Community Engagement

Unicorn VA Services is proud to support the local community and other small businesses. Examples of this include:

- Providing social media support to a local mental health charity – dedicating several hours per month of time free of charge to help the charity improve awareness and sponsorship through their social media presence
- Providing free advertising space to small, local businesses in a regular blog to raise awareness of their products and services
- Unicorn VA Services is a member of several networking groups and regularly provide free advice and assistance to other members of the group



Measurement

Unicorn VA Services reviews our CSR Policy at least quarterly to ensure we are consistently having a positive impact on the environment around us and to consider how we can improve this further for the next quarter ahead.

