

Supporting Vulnerable Customers Policy

Red Pencil Pest Control (RPPC)

1. Our Commitment

Red Pencil Pest Control (RPPC) is committed to treating all customers fairly, respectfully, and with empathy. We recognise that some customers may be vulnerable due to personal circumstances, health conditions, life events, or communication needs. Where this is the case, we will take reasonable steps to ensure they receive appropriate support and are protected from harm.

2. What We Mean by a Vulnerable Customer

A vulnerable customer is someone who, due to their personal circumstances or characteristics, may be at increased risk of harm when engaging with services.

Vulnerability can be:

- **Temporary** (e.g. illness, injury, bereavement)
- **Situational** (e.g. financial hardship, stress following a life event)
- **Permanent** (e.g. disability, long-term health condition)

Vulnerability is not always visible, and customers may not identify themselves as vulnerable.

3. Factors That May Indicate Vulnerability

A customer may be considered potentially vulnerable if they disclose, or we become aware of, circumstances including (but not limited to):

- Mental health conditions (e.g. anxiety, depression, stress)
- Cognitive or learning difficulties (e.g. dementia, dyslexia, autism)
- Physical or sensory impairments (e.g. mobility, sight or hearing loss)
- Serious or life-limiting illness
- Recent life events (e.g. bereavement, redundancy, divorce)
- Financial difficulty or low financial understanding
- Communication difficulties
- Being a victim of fraud, intimidation, or exploitation
- Age-related issues

RPPC does **not** make assumptions — not all elderly, disabled, or distressed individuals are vulnerable.

4. How We Identify Vulnerable Customers

Vulnerability may be identified through:

- Direct disclosure by the customer or their representative
- Observed communication difficulties or distress
- Requests for additional support or time
- Information provided during enquiries, surveys, or visits

Customers are never required to disclose personal information unless they choose to do so.

5. Reasonable Adjustments & Support

Where appropriate, RPPC will make reasonable adjustments to support vulnerable customers, including:

- Using the customer's preferred method of communication (phone, email, time of day)
- Allowing additional time to consider quotations or recommendations
- Providing clear, plain-English explanations
- Supplying information in alternative formats where reasonably possible
- Speaking with a trusted third party (family member, carer, or appointed representative) where requested
- Assigning a single point of contact where appropriate
- Offering suitable appointment times, including early-morning or timed slots
- Adjusting service approaches where safety, wellbeing, or understanding may be affected

All adjustments are considered on a case-by-case basis.

6. Consent, Privacy & Data Protection

Any information relating to a customer's vulnerability is treated as **sensitive personal data**.

- We only record such information with the customer's **freely given consent**
 - Information is stored securely and used solely to provide appropriate support
 - All data handling complies with UK GDPR and data protection legislation
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7. Staff Training & Awareness

RPPC ensures that customer-facing staff are:

- Trained to recognise potential signs of vulnerability
 - Trained to respond appropriately, respectfully, and without judgement
 - Aware of their responsibilities regarding confidentiality and data protection
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