

Modern Slavery and Human Trafficking Statement

Clever Cherry (Midlands) Ltd

Introduction

Clever Cherry (Midlands) Ltd is committed to conducting business ethically, responsibly and with integrity. We recognise our responsibility to help prevent modern slavery and human trafficking in all areas of our business and supply chain.

Although Clever Cherry (Midlands) Ltd is not currently required to publish a Modern Slavery Statement under Section 54 of the Modern Slavery Act 2015, we fully support the objectives of the Act and are committed to ensuring that modern slavery, forced labour, human trafficking and exploitation have no place within our organisation or those organisations with which we work.

Our Business

Clever Cherry (Midlands) Ltd is a UK-based creative, digital and marketing agency providing strategic marketing, branding, digital development, content creation and communications services to clients across a range of sectors.

Our operations are primarily office-based and professional in nature, with the majority of our workforce employed directly by the company. We operate predominantly within the United Kingdom and work with a carefully selected network of suppliers and specialist partners.

Our Commitment

We are committed to:

- Acting ethically and with integrity in all business dealings.
- Providing a safe, fair and inclusive working environment for all employees.
- Complying with all applicable employment, equality and human rights legislation.
- Ensuring that slavery, servitude, forced labour and human trafficking do not occur within our business or supply chain.
- Working only with suppliers, contractors and partners who share our commitment to ethical business practices.

Supply Chain

The nature of our business means that our supply chain is generally considered low risk and consists primarily of professional service providers, software providers, hosting providers, creative partners and business support services.

Where appropriate, we seek to work with reputable organisations that operate in accordance with applicable employment legislation and ethical business standards.

Should any concerns arise regarding a supplier's practices, we reserve the right to review the relationship and take appropriate action where necessary.

Policies and Procedures

Clever Cherry (Midlands) Ltd maintains policies and procedures designed to promote ethical conduct and compliance with employment legislation, including:

- Equal Opportunities Policy
- Anti-Bullying and Harassment Policy
- Health and Safety Policy
- Grievance and Whistleblowing Procedures
- Recruitment and Employment Practices

These policies support our commitment to treating all employees fairly and with respect.

Training and Awareness

Employees are encouraged to act with integrity and raise concerns if they believe any unethical or unlawful activity may be taking place.

Any concerns relating to modern slavery, exploitation or unethical employment practices would be investigated appropriately and escalated to senior management where required.

Ongoing Commitment

Clever Cherry (Midlands) Ltd will continue to review its policies, working practices and supplier relationships to ensure that we maintain appropriate safeguards against modern slavery and human trafficking.

We remain committed to operating responsibly and supporting the principles of the Modern Slavery Act 2015.

Approved on behalf of Clever Cherry (Midlands) Ltd

Nigel Wilson

Managing Director

Date: 1st January 2026