

# MODERN SLAVERY STATEMENT FOR MiQ DIGITAL LIMITED ("THE COMPANY")

This Statement sets out the measures that MiQ Digital Limited, The Company, has taken and continues to take to ensure that modern slavery and/or human trafficking does not take place within our business, our clients, or our supply chain. The Company commits to supporting and respecting the [UN Universal Declaration of Human Rights](#), the [10 Principles of the UN Global Compact](#), and other internationally proclaimed human rights standards, across the organisation. This includes section 54(1) of the UK Modern Slavery Act 2015 and constitutes the Company's slavery and human trafficking statement for the financial year ending 31 December 2022. It was approved by the Company's board of directors on 31 August 2023.

## Our commitment

Modern slavery is a crime and a violation of fundamental human rights. It takes various forms, such as slavery, servitude, forced and compulsory labour and human trafficking, all of which have in common the deprivation of a person's liberty by another in order to exploit them for personal or commercial gain. The Company is committed to acting ethically and with integrity in all our business dealings and relationships. We continue to implement and enforce effective systems and controls to ensure modern slavery is not taking place anywhere in our own business or in any of our supply chains.

## Our business

The Company is an international marketing intelligence company. We employ over 1,000 people in 9 countries located in North America, Europe, Middle East, and the Asia Pacific region and predominantly staffed by highly skilled employees. This statement applies to, and covers all, of the Company's subsidiaries and any other company within its corporate group. Our key supply chains comprise of:

- Digital advertising marketplaces/demand side platforms (DSPs);
- Data suppliers;
- Other IT and technical service companies;
- Other companies supplying services connected to the serving, monitoring and verification of on-line advertisements.

We consider that the sector that we operate in, the transactions that we undertake and any business relationships that we enter into all carry a low risk in terms of slavery and human trafficking.

## Our Approach

The Company will remain alert to risk from any form of modern slavery including, but not limited to, child labour, slavery, human trafficking, exploitation, workplace safety and relevant labour laws. If the Company has any reason to suspect that any of its suppliers are affected by slavery or human trafficking, it will carry out reasonable and appropriate investigations and take necessary action. We are committed to acting ethically, responsibly, socially and with integrity in all our business relationships. We ensure that there are effective controls in place to identify and safeguard our business from any form of modern slavery in our business, clients, or supply chain.

We adhere to several Company-wide policies and procedures to ensure that we conduct our business in an ethical and transparent way. This is a broader commitment to conducting business the right way.

- **Right to work:** we operate a robust process to ensure that right to work eligibility is carried out to safeguard against human trafficking or individuals being forced to work against their will;
- **Global Policies:** MiQ has policies for each region relating to Whistleblowing and Anti-Bribery and Corruption.
- **Vault Whistleblowing:** Introduction of a third party reporting system – Vault – where individuals can raise concerns (anonymously if they wish) about how colleagues and prospective colleagues are treated, and report any suspicious practices within our business, clients, or supply chain, without fear of reprisal.

## Our Suppliers and Customers

We have a zero tolerance approach to dealing, or supporting, any business in our supply chain and from customers knowingly involved in slavery or human trafficking. We expect all companies with which we work with are committed to, and have respect for, the protection and preservation of internationally recognised human rights. In 2022 we had a formal third party and vendor management program in place which included:

- Account management meetings;
- Legal review;
- Third party risk register and risk management.

## Our Performance Indicators

We continuously monitor the effectiveness of the steps that we are taking to ensure that modern slavery and/or human trafficking does not take place anywhere within our business, customers, and supply chain.

We will review the risk from modern slavery and human trafficking annually and assess whether the risk has increased. If so, then we will consider what further actions are required to ensure that slavery and human trafficking is not taking place in any part of our business or supply chains.



**Lee Puri**  
Co-founder