

Modern Slavery and Human Trafficking Statement

Financial Year Ending 31 March 2026

1. Introduction

This statement is made voluntarily by Adoreboard Limited ("Adoreboard") to demonstrate our commitment to ethical trading practices and our opposition to slavery and human trafficking. Although we fall below the turnover threshold for mandatory reporting under Section 54 of the Modern Slavery Act 2015, we publish this statement to demonstrate our compliance with the high standards expected by our public sector and enterprise clients, including those within the G-Cloud framework.

We have a zero-tolerance approach to modern slavery and are committed to acting ethically and with integrity in all our business dealings and relationships.

2. Organisation Structure and Supply Chains

Adoreboard is a decision intelligence platform provider based in the UK. We provide software-as-a-service (SaaS) solutions to enterprise organisations globally.

Due to the nature of our business (software development and data analytics), our supply chain is relatively short and low-risk. It primarily consists of:

- Cloud infrastructure and data centre providers (e.g., AWS).
- Software-as-a-Service (SaaS) providers for internal operations (e.g., CRM, project management tools).
- Professional services (legal, accounting, and consultancy).
- Hardware and office equipment suppliers.

We do not have complex manufacturing supply chains, nor do we source raw materials from high-risk jurisdictions.

3. Policies on Modern Slavery

We operate internal policies to ensure we are conducting business in an ethical and transparent manner. These include:

- **Whistleblowing Policy:** We encourage all employees, customers, and business partners to report any concerns related to the direct activities or the supply chains of the organisation.
- **Employee Code of Conduct:** Our code makes clear to employees the actions and behaviour expected of them when representing the organisation. We strive to maintain the highest standards of employee conduct and ethical behaviour.
- **Recruitment Policy:** We operate a rigorous recruitment policy, including conducting eligibility to work in the UK checks for all employees to safeguard against human trafficking or forced labour.

4. Due Diligence Processes

We undertake due diligence when considering taking on new suppliers, and regularly review our existing suppliers.

- As a SaaS company, our major suppliers are global technology firms (e.g., Amazon Web Services, Google) who publish their own rigorous Modern Slavery Statements.
- For smaller or new suppliers, we assess risk based on the nature of the service and the location of operation.
- We will not knowingly support or deal with any business involved in slavery or human trafficking.

5. Risk Assessment

We consider the risk of modern slavery within our own business to be extremely low. We employ professional, skilled staff, mostly within the UK, and adhere to all UK employment legislation.

We assess the risk within our supply chain as low, given that the majority of our spend is with large, regulated technology providers. However, we remain vigilant and will act immediately if any concerns are raised.

6. Training and Awareness

To ensure a high level of understanding of the risks of modern slavery and human trafficking in our supply chains and our business, we provide relevant training to our staff members involved in procurement and human resources. All staff are encouraged to identify and report any potential concerns.

7. Key Performance Indicators (KPIs)

We use the following KPIs to measure how effective we have been to ensure that slavery and human trafficking is not taking place in any part of our business or supply chains:

- Zero reports of modern slavery issues raised via our whistleblowing channels.
- Completion of supplier compliance checks for all new significant vendors.

Approval

This statement has been approved by the Board of Directors of Adoreboard Limited, Company number NI609044, Registered office: Queen's House, 14 Queen Street, Belfast, United Kingdom, BT1 6ED

Signed:



Name: Chris Johnston

Position: Chief Executive Officer

Date: 12th March 2026