

Customer Care Policy

Our Commitment to Customers

We are committed to delivering a fair, transparent and supportive service to all participants, supporters and members of the public. We aim to ensure that every interaction with our organisation is handled professionally, respectfully and in line with our safeguarding responsibilities.

1. Accessibility & Response Standards

- All enquiries are acknowledged within 2 working days
- A full response is provided within 5 working days**, or sooner where possible.
- If an enquiry requires more time (for example, where information must be verified), we will inform the customer and provide an expected timeframe.
- We provide clear contact routes for general enquiries, voting enquiries, and safeguarding concerns.

Contact:

paula@misswales.co.uk

We do not respond to anonymous communications.

2. Respect, Professionalism & Equality

- All communication is handled courteously and without discrimination.
- We follow our safeguarding, equality and anti-bullying commitments at all times.
- Staff and contractors are trained to recognise when a customer may require additional clarity or support.
- Abusive, threatening or discriminatory communication will not be tolerated and may result in the interaction being ended.

3. Transparency of Information

We ensure that clear, accurate and up-to-date information is available on our websites, including:

- Eligibility criteria
- Rules and regulations
- Fees
- Voting processes
- Event schedules
- Terms and conditions

Any changes to these areas are published promptly.

4. Issue Resolution & Complaints Handling

- Concerns or complaints are reviewed by the appropriate member of the team.
- Issues relating to voting, payments or technical services may be escalated to our external service providers.
- Safeguarding concerns are escalated immediately to the Designated Safeguarding Lead.
- We aim to resolve all issues fairly, proportionately and in line with our published policies.
- Where a complaint cannot be resolved, we will explain why and outline any further steps available.

5. Data Protection & Privacy

- All personal information is handled in accordance with UK GDPR and the Data Protection Act 2018.
- We only collect information necessary for the safe and effective running of our events.
- Data is stored securely and never sold or shared with third parties for marketing purposes.

6. Continuous Improvement

- We monitor feedback to improve our services and participant experience.
- Trends or recurring issues are reviewed at management level.
- Policies are updated regularly to ensure compliance with industry standards, Ofcom guidance and consumer protection expectations.

Vulnerable Person Policy

Our Approach

We recognise our responsibility to ensure that vulnerable individuals are protected when engaging with our events, communications or online services. We are committed to acting with care, fairness and sensitivity at all times.

A “vulnerable person” may include anyone who, due to age, disability, mental health, learning difficulty, communication challenges, or temporary life circumstances, may require additional support or protection.

1. Identification & Support

We take reasonable steps to identify when a customer or participant may be vulnerable. Indicators may include:

- Difficulty understanding information

- Signs of confusion, distress or pressure
- Requests for repeated clarification
- Disclosures of personal circumstances

Where vulnerability is identified or suspected, we will:

- Communicate clearly and at an appropriate pace
- Avoid complex or high-pressure language
- Provide additional explanation where needed
- Offer alternative ways to access information
- Escalate concerns to the Designated Safeguarding Lead if appropriate

2. Safeguarding Responsibilities

- Any safeguarding concern is escalated immediately to the Designated Safeguarding Lead.
- We follow our safeguarding policy and statutory guidance.
- We maintain clear internal reporting routes for staff and contractors.
- We cooperate fully with relevant authorities where required.

3. No Exploitation or High-Pressure Activity

We do not knowingly engage in:

- Marketing targeted at vulnerable individuals
- High-pressure messaging
- Urgent or coercive voting prompts
- Financial requests directed at individuals who may be vulnerable

All voting and participation information is presented clearly, with no implication that voting is compulsory or that outcomes depend on financial contribution.

4. Responsible Communication

- We ensure that all public messaging is fair, balanced and easy to understand.
- We avoid language that could cause undue pressure, confusion or emotional distress.
- Where a customer indicates difficulty understanding information, we will provide additional clarity or signpost to written guidance.

5. Data Protection & Sensitive Information

- Sensitive information is handled securely and only when necessary.
- We do not request unnecessary personal details.
- Any information relating to vulnerability is treated confidentially and in line with UK GDPR.

6. Staff Awareness & Training

- Staff and contractors receive guidance on recognising vulnerability and responding appropriately.
- We review our approach regularly to ensure it remains effective and compliant with best practice.