

Adverse Publicity Policy

Security Scotland recognises the importance of addressing adverse publicity about the Company itself and about the Private Security Industry in general. The overall aim this policy is to define the scope and processes for any instances of adverse publicity.

The scope of this policy is for all employees of Security Scotland. Former employees do not have the right to speak on the behalf of or about specific incidents, processes or the Company.

The Company's policy is to ensure that as part of its normal induction and training programs, all Company representatives are made aware of the need to report any service related issues that may have an adverse effect on the reputation of the Company and therefore on the reputation of the industry in general, to a senior member of the Management Team.

Incidents of adverse publicity are processed according to the documented procedures that follow and are kept confidential to Company representatives only.

In respect of such situations / incidents that are made known to the Company by the media or by people or organisations other than the Customer / Client, only the Managing Director or the Company legal representative will communicate with such parties, if any communication at all is considered necessary or appropriate.

Media Guidelines

These guidelines give details of how communications with the media should be handled within the company. They are intended to ensure consistency and accuracy, and to support all staff in creating a positive public image for the company.

All media enquiries should be passed to the Directors in the first instance. If the media contacts staff or line managers they should: -

- Ask what information the journalist requires
- Take a contact name and phone number
- Confirm that someone will call them back
- Inform and pass on the information to the Directors
- Staff or line managers should NOT speculate about an issue or guess an answer
- A Director or duly approved representative will give a statement that has been agreed by the Directors.
- Social media may be used to release statements.

Basic Media Communication Principles

- The media should always be responded to promptly by the appropriate representative.
- Every effort should be made to provide interviews if requested, unless it is agreed that it would be inappropriate in a particular case.
- All media releases must be agreed upon by all Directors in writing (email will suffice).
- Quotes in media releases must be from a Director.

Responsibilities

This policy will be reviewed by the Management Team annually and after every major use to ensure its effectiveness and to implement any lessons learned in a swift and timely manner.



Managing Director
13th January 2026

Renewal Date:
12th January 2027