
FEEDBACK POLICY

1. Definitions

1.1 In this Feedback Policy the following expressions have the following meanings:

- “Business Day”** means, any day (other than Saturday or Sunday) on which ordinary banks are open for their full range of normal business in the United Kingdom;
- “Feedback”** means any Feedback about our goods/services, employees, agents, subcontractors, or customer service;
- [“Feedbacks Form”]** means our standard feedback form, available from <https://www.mytruenorth.biz/contact-2/terms/>;
- “Feedbacks Policy”** means this document;
- “Feedbacks Procedure”** our internal Feedbacks handling procedure, which is followed when handling Feedback and is available from <https://www.mytruenorth.biz/contact-2/terms/> for your reference;
- “Feedback Reference”** means a unique number assigned to your Feedback that will be used to track your Feedback;
- [“External Resolution”]** means the referral of your Feedback to an external body or organisation for resolution if you are not satisfied with the outcome.

2. Purpose of this Feedbacks Policy

- 2.1 We welcome and encourage feedback of all kinds from our customers. If you have Feedback about our goods/services, employees, agents, subcontractors, or customer service, we want to resolve it to your satisfaction and learn from it to improve our business and customer experience in the future.
- 2.2 Our policy is to resolve feedback quickly and fairly, where possible, without recourse to formal investigations or external bodies. In particular, the aims of this Feedbacks Policy are:
- 2.2.1 To provide a clear and fair procedure for any customers who wish to give Feedback about our goods/services, employees, agents, subcontractors, or customer service;
- 2.2.2 To ensure that everyone working for or with us knows how to handle Feedback made by our customers;
- 2.2.3 To ensure that all Feedback is handled equally and in a fair and timely fashion;

- 2.2.4 To ensure that important information is gathered from Feedbacks and used in the future to avoid such a situation arising again.

3. What this Feedbacks Policy Covers

- 3.1 This Feedbacks Policy applies to our sale of goods and provision of services, employees, agents, subcontractors, and customer service.
- 3.2 For the purposes of this Feedbacks Policy, any reference to us, My TrueNORTH Limited also includes our employees, agents, and subcontractors.
- 3.3 Feedback may relate to any of our activities and may include (but not be limited to):
 - 3.3.1 The quality of customer service you have received from us;
 - 3.3.2 The behaviour and/or professional competence of our employees, agents, subcontractors;
 - 3.3.3 Delays, defects or other problems associated with the sale of goods;
 - 3.3.4 Delays, defects, poor workmanship or other problems associated with the provision of services;
- 3.4 The following are not considered to be Feedback and should therefore be addressed accordingly:
 - 3.4.1 General questions about our goods/services;
 - 3.4.2 Returns of damaged, faulty, incorrect or unwanted goods for exchange or refund in accordance with our Sale of Goods Terms and Conditions where there is no further Feedback;
 - 3.4.3 Matters concerning contractual or other legal disputes;
 - 3.4.4 Formal requests for the disclosure of information, for example, under applicable legislation;

4. Making a Feedback

- 4.1 All Feedback, whether they concern our goods/services, employees, agents, subcontractors, or customer service, should be made in one of the following ways:
 - 4.1.1 In writing, addressed to Quality Assurance Officer, My TrueNORTH Limited, St James Court, St James Business Centre, Wilderspool Causeway, Warrington, Cheshire WA4 6PS – United Kingdom;
 - 4.1.2 Using our Feedbacks Form, following the instructions included with the form;
- 4.2 When making a Feedback, you will be required to provide the following information in as much detail as is reasonably possible:
 - 4.2.1 Your name, address, telephone number and email address (We will contact you using your preferred contact method as your Feedback is handled);
 - 4.2.2 If you are making a Feedback on behalf of someone else, that person's name and contact details as well as your own;

- 4.2.3 If you are making a Feedback about a particular transaction, the order number, invoice number, date and location of the event;
- 4.2.4 If you are making a Feedback about a particular employee, agent, subcontractor, ours, the name and, where appropriate, position of that employee, agent, or subcontractor.
- 4.2.5 Further details of your Feedback, including, as appropriate, all times, dates, events, and people involved;
- 4.2.6 Details of any documents or other evidence you wish to rely on in support of your Feedback;
- 4.2.7 Details of what you would like us to do to resolve your Feedback and to put things right. (Please note that whilst we will make every reasonable effort to accommodate such requests, we are not bound to take any action beyond that which we may be contractually or otherwise legally obliged to take.)

5. **How We Handle Your Feedback**

- 5.1 Following our Feedback Procedure, we always aim to resolve Feedback to your satisfaction. If you are dissatisfied with your feedback's resolution, you may refer to External Resolution as detailed below.
- 5.2 Upon receipt of your Feedback, our Quality Assurance Officer will log the Feedback in our Feedback File and will acknowledge receipt of it in writing within 14 Days, giving you a Feedback Reference.
- 5.3 If we require any further information or evidence from you, we will contact you as quickly as is reasonably possible to ask for it. We ask that you use reasonable efforts to supply any such information or evidence quickly in order to avoid delaying the Feedbacks handling process. If you are unable to provide such information or evidence, we will use all reasonable efforts to proceed without it; however, please be aware that we will not ask for further information or proof unless we consider it important to the successful resolution of your Feedback.
- 5.4 We aim to resolve Feedback within 4 weeks; however, in some cases, particularly if your Feedback is of a complex nature, this may not be possible. If this is not possible for any reason, you will be informed of the delay, the likely length of the delay and the reasons for it.
- 5.5 At the conclusion of the Feedbacks procedure, regardless of the outcome, we will provide you with full details of our investigation, our findings of that investigation, and any action taken as a result. Our decision at this stage is final, subject to your right to seek External Resolution of your Feedback.
- 5.6 As we are a member of The Association of Professional Coaching, you, as our customer, have the right to seek External Resolution of your Feedback from that organisation if you are not satisfied with the outcome.

6. **Confidentiality and Data Protection**

- 6.1 All Feedback and information relating thereto are treated with the utmost confidence. Such information will only be shared with those employees, agents, and subcontractors who need to know in order to handle your Feedback.
- 6.2 We may ask for your permission to use details of your Feedback (with your personal details removed) for internal training and quality improvement

purposes. If you have given such permission, you may revoke it at any time by contacting Data Control Officer, My TrueNORTH Limited.

- 6.3 All personal information that we may collect (including, but not limited to, your name and address) will be collected, used and held in accordance with the provisions of UK data protection law (including but not limited to the UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations 2003) and your rights thereunder, as set out in our GDPR Policies available from <https://www.mytruenorth.biz/contact-2/terms/>

7. Questions and Further Information

If you have any questions or require further information about any aspect of this Feedbacks Policy or about our Feedbacks Procedure, please contact us by post at St James Business Centre, St James Court, Wilderspool Causeway, Warrington, Cheshire – WA4 6PS United Kingdom.

8. Policy Responsibility and Review

- 8.1 Overall responsibility for this Feedbacks Policy and the implementation thereof lies with Jay Allen, Founder – My TrueNORTH Limited.
- 8.2 This Feedbacks Policy is regularly reviewed and updated as required.
- 8.3 This Feedbacks Policy was adopted on 13 May 2015.
- 8.4 This Feedbacks Policy was last reviewed on 04 January 2023.