

Adora Digital Health

Customer Care Policy

Introduction

Adora Digital Health (Adora) is committed to delivering the highest standards of customer care and satisfaction in its business activities in the UK and overseas.

This policy outlines our position on ensuring exceptional customer care. Adora will not tolerate any form of negligence, misconduct, or poor service by its employees, agents, consultants, or any person or body acting on its behalf. Senior management is committed to implementing effective measures to prevent, monitor, and address any customer care issues.

This policy does not form part of your contract of employment, and we reserve the right to amend or withdraw it at any time.

Scope

This policy applies to all employees and officers of Adora, and to temporary workers, consultants, contractors, agents, and subsidiaries acting for, or on behalf of, Adora within the UK and overseas. Every employee and associated person acting for, or on behalf of, Adora is responsible for maintaining the highest standards of customer care. Any breach of this policy is likely to constitute a serious disciplinary, contractual, and legal matter for the individual concerned and may cause serious damage to our reputation and standing.

Adora may also face legal liability for unlawful actions taken by its employees or associated persons under applicable customer care laws. All employees and associated persons are required to familiarize themselves and comply with this policy, including any future updates that may be issued from time to time.

This policy covers:

- The main areas of liability under applicable customer care laws;
- The responsibilities of employees and associated persons acting for, or on behalf of, Adora; and
- The consequences of any breaches of this policy.
- Customer Care Laws

Adora is committed to complying with all applicable customer care laws in its business activities in the UK and overseas.

These laws include, but are not limited to, the Consumer Rights Act 2015, the General Data Protection Regulation (GDPR), and the Consumer Protection from Unfair Trading Regulations 2008.

What is Required?

Employees or associated persons are required to:

- Treat all customers with respect and professionalism.
- Ensure that all services meet the quality and safety standards expected by our customers and required by law.
- Provide accurate and clear information about our services.
- Respond promptly within (24 hours) and effectively to customer inquiries and complaints.
- Protect customer data in accordance with the GDPR and other relevant data protection laws.
- Report any concerns or issues regarding customer care to Kirsty Smith, the designated Customer Care Officer.

Records

Employees and, where applicable, associated persons are required to ensure that all records related to customer interactions are accurately maintained, including records of inquiries, complaints, and resolutions. This helps ensure transparency, accountability, and continuous improvement in our customer care practices.

Working Overseas

Principle

Employees and associated persons conducting business on behalf of Adora outside the UK may be at greater risk of encountering diverse customer care expectations and challenges. Employees and associated persons owe a duty to Adora to be extra vigilant and culturally sensitive when providing customer care internationally.

Procedure

Employees and associated persons are required to cooperate with our customer care procedures and to report any issues to Kirsty Smith. While any suspicious circumstances should be reported, employees and associated persons are required particularly to report:

- Cultural differences that may impact customer expectations.
- Any legal requirements specific to customer care in the country of operation.
- Any issues that may arise from language barriers or communication difficulties.

- Customer Complaints Handling

Principle

Adora is committed to addressing all customer complaints promptly and fairly and will make contact within 24 hours.

We view complaints as an opportunity to improve our services and maintain customer trust.

Procedure

Customers can submit complaints through emails: 'kirsty@adora.health' (Kirsty Smith) and 'support@adora.health'. All complaints will be logged and acknowledged within 48 hours. Kirsty Smith will review and investigate all complaints thoroughly and impartially, as well as the ability to delegate issues to appropriate employees/officers, where appropriate.

A resolution will be provided to the customer within 14 days of the complaint being received. If the complaint cannot be resolved within this timeframe, the customer will be informed of the delay and the reason for it.

Corporate Responsibility

Adora recognizes the importance of corporate responsibility in fostering positive customer relationships. We support various initiatives related to women's health and health inequality and encourage employees to participate in charitable/volunteer activities.

Training and Awareness

Adora will regularly communicate its customer care policies to employees and associated persons. Training sessions will be set up where applicable to ensure everyone is aware of their responsibilities and the standards expected of them. The Founders are responsible for the implementation of this policy.

Review of Procedures

On behalf of the Founders, Kirsty Smith will monitor and review the implementation of this policy and related procedures on a regular basis. Employees and those working for, or on behalf of, Adora are encouraged to contact Kirsty Smith with any suggestions, comments, or feedback on how these procedures may be improved. These will be shared with the Founders.

Action by Adora

We will fully investigate any instances of alleged or suspected breaches of this policy. Employees suspected of failing to meet customer care standards may be suspended from their duties while the investigation is being carried out. Adora will invoke its disciplinary procedures where any employee is suspected of failing to comply with this policy, and proven allegations may result in a finding of gross misconduct and immediate dismissal. We may also terminate the contracts of any associated persons, including consultants or other workers who act for, or on behalf of, Adora who are found to have breached this policy.

Reporting Suspected Breaches

Employees and associated persons are encouraged to report any concerns that they may have regarding breaches of this policy to Kirsty Smith as soon as possible. Any such reports will be thoroughly and promptly investigated in the strictest confidence. Employees and associated persons will be required to assist in any investigation into possible or suspected breaches of this policy.

Review and Training

Adora will regularly review and update this customer care policy to ensure its effectiveness. Kirsty Smith will monitor its implementation and provide training sessions as necessary to ensure all employees and associated persons are aware of their responsibilities.

Conclusion

Adora is committed to providing exceptional customer care and maintaining the highest standards of ethical conduct in all its business activities. By adhering to this policy, we aim to build and sustain strong, trusting relationships with our customers.

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