



Consult4impact Ltd Responsible Communications & Content Policy

1. Purpose and scope

Consult4impact Ltd (C4i) aims to communicate accurately, responsibly and respectfully.

This policy applies to external and internal communications including website content, proposals, reports, presentations, social media, case studies, testimonials, images, video, AI-generated content and other materials produced or published by C4i.

2. Accuracy and evidence

C4i will make social, environmental and impact-related claims only where they are precise, supportable and based on reliable evidence.

Claims should:

- avoid exaggeration or ambiguity;
- be capable of verification;
- distinguish fact from opinion or interpretation;
- use appropriate evidence for the claim being made;
- use suitably robust scientific or peer-reviewed sources where scientific claims are made.

Where evidence is limited, uncertain or incomplete, this should be made clear.

3. Transparency and balance

C4i will communicate positive impact honestly and will not knowingly conceal material limitations, trade-offs or negative effects.

Communications should avoid presenting an incomplete or misleading picture of C4i's activities, clients, projects or impacts.

4. Ethical use of content

C4i will use stories, testimonials, photographs, video and other content in a way that respects dignity, privacy and consent.

Consult4Impact Ltd (company number 16602730). Registered office: 10 Ambassador Place, Stockport Road, Altrincham, Cheshire, WA15 8DB.



Where content relates to identifiable people, C4i will take reasonable steps to ensure that:

- appropriate permission has been obtained;
- the context is represented fairly;
- personal circumstances are not exploited for promotional purposes;
- confidential or sensitive information is not disclosed without proper authority.

5. Language and representation

C4i will use language that is respectful, clear and appropriate to the audience.

When referring to people or social identities, C4i will aim to:

- avoid discriminatory, demeaning or unnecessarily stereotypical language;
- avoid assumptions about people or groups;
- use terminology that is current and appropriate in context;
- represent people fairly and with due regard to dignity and inclusion.

6. Use of artificial intelligence

C4i may use artificial intelligence tools to support drafting, research, analysis, ideation or creative work.

AI-generated or AI-assisted material must be subject to appropriate human review before external use. AI must not be used to fabricate testimonials, case studies, evidence or stakeholder views.

C4i will take reasonable steps to:

- verify factual claims;
- identify obvious errors or unsupported assertions;
- consider potential bias or unfair representation;
- avoid disclosing confidential client or personal information into AI systems unless appropriately authorised and protected;
- ensure final responsibility for published material remains with C4i.

Where appropriate, C4i may make its use of AI transparent to clients or the public. This policy should be read alongside any AI-related statement published on the C4i website.

7. Review and approval of external communications

External communications should be reviewed proportionately before publication.



The level of review will depend on the nature and risk of the material. Higher-risk content includes:

- social or environmental impact claims;
- client case studies;
- potentially sensitive subject matter;
- public statements on contentious issues;
- material containing personal or confidential information.

Where appropriate, C4i's directors may review material before publication.

8. Internal communications

The same principles of accuracy, respect, fairness and responsible use of language apply to internal communications.

Where C4i employs or engages additional workers in future, this policy will be made available to those who produce internal or external communications.

9. Accountability and governance

The directors of Consult4impact Ltd are responsible for overseeing this policy and ensuring that it is applied proportionately across C4i's activities.

The policy will be reviewed periodically and updated where necessary to reflect changes in law, technology, business practice or C4i's activities.

Document	Responsible Communications & Content Policy
Version	1.0
Owner	Consult4impact Ltd
Status	Approved
Date created	21 September 2026
Date approved	21 September 2026
Approved by	Directors of Consult4impact Ltd
Effective date	21 September 2026
Review frequency	Annual
Next review date	20 September 2027