**Business Continuity Management Policy**

**1. Purpose**
 The purpose of this **Business Continuity Management (BCM) Policy** is to ensure that Vortex IQ maintains the ability to continue its critical operations during and after a disruptive event. This policy outlines the procedures, responsibilities, and resources required to safeguard the business and maintain uninterrupted services for our clients, particularly with regard to our AI-powered ecommerce automation solutions.

**2. Scope**
 This policy applies to all critical business functions, processes, and systems within Vortex IQ. It includes all departments, staff, contractors, and third-party vendors involved in delivering the company’s services. The policy is designed to protect Vortex IQ’s operations in the event of business disruptions such as natural disasters, cyber-attacks, technology failures, or any unforeseen circumstances that may impact our ability to deliver services.

**3. Objectives**
 The key objectives of this BCM policy are to:

* Ensure the safety of employees, contractors, and visitors during a disruption.
* Minimise the impact of business interruptions on clients, services, and revenue.
* Establish recovery strategies to restore critical services and infrastructure as quickly as possible.
* Comply with relevant legal, regulatory, and contractual obligations regarding business continuity.
* Provide a clear and effective communication strategy during and after an incident.

**4. Key Responsibilities**

* **Business Continuity Manager**: Responsible for the overall implementation, monitoring, and testing of the BCM plan. Ensures coordination of recovery efforts and communication during a disruption.
* **Executive Management**: Oversee the business continuity strategy and allocate the necessary resources to ensure its success.
* **All Employees**: Required to understand and follow the procedures outlined in this policy. Employees must participate in training, awareness programs, and continuity tests.
* **IT Department**: Responsible for ensuring the availability, security, and integrity of Vortex IQ's technology infrastructure, including cloud-based systems, data backups, and recovery plans.

**5. Risk Assessment and Impact Analysis**
 Vortex IQ regularly conducts risk assessments and business impact analyses (BIA) to identify potential threats and vulnerabilities to its operations. These analyses include:

* Identification of critical business processes and functions.
* Evaluation of potential impacts of disruptions on these functions.
* Assessment of the likelihood and severity of various disruptive scenarios.
* Development of strategies to mitigate identified risks.

**6. Business Continuity Strategy**

* **Incident Response**: A defined process for assessing and responding to incidents that could disrupt business operations. This includes immediate actions to mitigate damage, such as isolating affected systems, notifying stakeholders, and activating recovery procedures.
* **Technology Continuity**: Vortex IQ employs redundant systems, off-site backups, and cloud-based solutions to ensure service availability during disruptions. Regular backups of all critical data are stored in multiple secure locations.
* **Workplace Continuity**: In the event that Vortex IQ’s primary office is unavailable, we have provisions for remote working, including secure access to business-critical applications and systems. Key personnel will be able to continue work from designated backup locations.
* **Supply Chain and Vendor Continuity**: We will establish contingency arrangements with our critical suppliers and partners, ensuring they also have robust continuity plans in place to support our operations during disruptions.
* **Communication Plan**: In case of disruption, Vortex IQ will communicate promptly with stakeholders, including customers, partners, and employees. Regular updates will be provided throughout the recovery process.

**7. Business Continuity Plan (BCP)**
 The **Business Continuity Plan (BCP)** is a comprehensive document detailing the steps Vortex IQ will take to respond to different types of disruptions. The BCP includes:

* **Activation Criteria**: Specific conditions under which the BCP will be activated.
* **Recovery Priorities**: A tiered approach to recovery, prioritising business-critical functions and systems.
* **Resource Allocation**: Identifying key resources (personnel, equipment, etc.) necessary to restore operations.
* **Recovery Time Objectives (RTOs)**: The maximum acceptable downtime for each critical function.
* **Recovery Point Objectives (RPOs)**: The maximum acceptable data loss measured in time.

**8. Training and Awareness** Vortex IQ will ensure that all employees are trained on business continuity procedures. Regular training sessions, simulations, and awareness campaigns will be conducted to ensure staff are familiar with their roles in the event of a disruption. The company will also maintain ongoing communication regarding updates and improvements to the BCM plan.

**9. Testing and Drills** The **BCM Plan** will be regularly tested to ensure it is effective and up-to-date. Vortex IQ will conduct:

* **Annual BCM Tests**: Simulated disruption scenarios will be run to test the effectiveness of response and recovery procedures.
* **Technology Drills**: Regular testing of backup systems, disaster recovery infrastructure, and cloud continuity to ensure all systems can be restored within the prescribed RTOs and RPOs.

**10. Monitoring and Review** Vortex IQ’s BCM policy will be continuously monitored and reviewed on an annual basis or whenever a significant change occurs in the business or external environment. Feedback from testing, incidents, and real-world disruptions will be used to refine the policy and improve preparedness for future disruptions.

**11. Documentation and Compliance** This policy will be documented and maintained in accordance with relevant industry standards and regulatory requirements. All stakeholders will have access to the policy and be familiar with their roles in the event of a disruption.

The **Business Continuity Management (BCM) Policy** ensures that Vortex IQ is prepared for any event that could disrupt its ability to provide e-commerce optimisation services to merchants. By following this policy, Vortex IQ is committed to minimising the impact of disruptions, safeguarding our business operations, and maintaining our reputation as a trusted provider of AI-driven solutions.