

Takedown Policy Procedure

Process

Our process for dealing with an Emergency / Code Red situation is outlined below:

1. Appointed contact receives a 'Code Red' or other emergency call from the client
2. The circumstances of the emergency are discussed and requirements of the Spiritmedia team established
3. The remainder for the Spiritmedia account team (plus the wider team if required) is then immediately contacted and information disseminated across the account group team
4. A plan of action and roles within the account group are established. One member of the team will be appointed to monitor the situation and update those involved i.e. remainder of the account team, the client and creative agency (where appropriate) of progress. Formal updates will be given via email so a record can be kept.
5. The situation is resolved as agreed with the client
6. Debriefing session with the team and learnings taken for continuous development and improvement
7. For activity managed by 3rd parties, Spiritmedia will adhere to the takedown timeframe agreed at time of booking, in writing. This will be actioned immediately within a maximum of 48 hours.
8. This policy will be reviewed internally by Spiritmedia on a quarterly basis.