

Complaints Procedure

How to complain, and what we will do about it

Owner	Version
Alex Moyies, Director	1.2
Next review	Applies to
12 months from approval, or sooner on material change	All directors, employees and contractors of Lead Ignition Ltd
Classification	Approval
Public	Signed by James Moyies, Director, 11 October 2026

1. Purpose

- 1.1
- We would rather know when something has gone wrong than not. This procedure explains how a client can complain, what we will do, and how quickly.

2. Who this is for

- 2.1
- This procedure covers complaints from our clients about the services Lead Ignition Ltd provides. It does not cover complaints from our clients' own customers about our clients' products or advice. Those are handled by the client, or by any organisation it shares responsibility with, under their own complaints process.
- 2.2
- Where a client's customer complaint touches on something we do, we support the client in investigating it and provide whatever records they need from the systems we operate, on the client's instructions.

3. How to complain

- 3.1
- Contact us in any of these ways. You do not need to use the word "complaint" for it to be treated as one.

Route	Detail
Email	info@leadignition.co.uk
Telephone	020 7177 1702
Post	Lead Ignition Ltd, 71-75 Shelton Street, Covent Garden, London WC2H 9JQ
Through your usual contact	Tell whoever you normally deal with. They will pass it to a director.

4. What we will do

Stage	Timescale	What happens
Acknowledge	1 business day	We confirm we have received your complaint and tell you who is handling it. That will normally be Alex Moyies, Director.

Investigate	5 business days	We look into what happened. We may come back to you for more detail. If it will take longer than 5 business days we tell you why and give you a date.
Respond	Within 10 business days	We give you our findings in writing: what happened, whether we agree something went wrong, what we are doing about it, and what we will do to stop it happening again.
Escalate	On request	If you are not satisfied, tell us and the other director will review it. Where both directors have been involved, we will ask an independent third party to review it.

5. Putting things right

- 5.1 Where we have got something wrong we will say so and fix it. Depending on what happened that might mean correcting the work at no charge, crediting fees, or changing how we do something. We will tell you which.
- 5.2 Where a complaint includes, or could lead to, a claim for compensation, we tell our insurer before we respond on liability or agree any compensation or credit. This does not delay our acknowledgement, our investigation or putting the work right.

6. Recording and learning

- 6.1 Every complaint is recorded in our internal complaints log with the date received, the nature of the complaint, the outcome, and any change we made as a result. The owner reviews the log at least annually and adds any recurring theme to the risk register.

7. If a complaint involves personal data

- 7.1 Complaints about how we handle personal data can also be sent to our data protection lead at dpo@leadignition.co.uk. Where a complaint concerns the handling of personal data, the Data Protection Policy and, if relevant, the Data Breach Procedure apply alongside this procedure. Where we handle the data as a processor, we tell the client (the controller) promptly.
- 7.2 You also have the right to complain to the Information Commissioner's Office at ico.org.uk, at any time, whether or not you have complained to us first.

Changes in v1.1

Section	Change
Document control	New control block. Version 1.1, effective on approval. Replaces v1.0 dated 3 August 2026.
3	Complaints email changed to the company address info@leadignition.co.uk.
4	Escalation now goes to the other director, and to an independent third party only where both directors were involved. Timescales stated in business days.
2, 7	Joint controllers mentioned. Processor duty to tell the controller added.

Approval

Approved and signed on behalf of Lead Ignition Ltd.

Signed

James Moyies

Signed electronically

Name and role

James Moyies, Director

Date

11 October 2026

Version 1.2