

Modern Slavery and Human Trafficking Statement

Voluntary statement for the financial year ending 31 March 2026

Owner	Version
James Moyies, Director	1.0
Next review	Applies to
12 months after approval, and each year after the financial year end	Lead Ignition Ltd, its directors, employees and contractors
Classification	Approval
Public	Signed by James Moyies, Director, 11 October 2026

1. Introduction

- 1.1
- This statement sets out the steps Lead Ignition Ltd has taken to make sure that slavery, servitude, forced or compulsory labour and human trafficking are not taking place in our business or our supply chains.
- 1.2
- Lead Ignition Ltd is below the £36 million turnover threshold in section 54 of the Modern Slavery Act 2015, so we are not legally required to publish a statement. We publish this one voluntarily, because our clients and their regulators expect it and because it is the right thing to do.
- 1.3
- This statement covers the financial year ending 31 March 2026. It is reviewed and reissued each year.

2. Our organisation

- 2.1
- Lead Ignition Ltd (company number 15542026) is a private limited company registered in England and Wales. Our registered office is 71-75 Shelton Street, Covent Garden, London WC2H 9JQ.
- 2.2
- We are a CRM and automation agency. We design, build and support customer relationship management systems, automations and small custom web applications for UK businesses.
- 2.3
- We are a small company run by its directors, Alex Moyies and James Moyies, working remotely in the UK. We occasionally engage UK-based specialist contractors under written terms and a confidentiality agreement. We have no premises, no manufacturing, no warehousing and no physical goods.

3. Our supply chains

Our supply chain is short and almost entirely digital.

Category	Examples	Inherent risk
Cloud software and hosting	CRM platform, Supabase, Vercel, Google Workspace, Cloudflare, Stripe, Otter.ai, AI services (Anthropic)	Low. Established technology companies with published terms and policies
Specialist contractors	Occasional UK-based freelancers (for example paid search and web specialists), and virtual assistant support (VAA UK)	Low. Skilled professional work, engaged directly on written terms
Professional services and insurance	Accountants, insurer (Markel), legal advisers	Low. UK regulated professional firms

Equipment	Laptops and peripherals bought from mainstream UK retailers	Low to medium in the wider electronics supply chain, outside our direct influence. Bought rarely and in very small quantities
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4. Our policies

- 4.1 Our commitment is set out in our People and Conduct Policies, section 3 (Modern Slavery and Human Trafficking Policy). We do not tolerate slavery, servitude, forced or compulsory labour or human trafficking anywhere in our business or supply chain.
- 4.2 Related policies support it:
- Whistleblowing Policy (People and Conduct Policies, section 1), so anyone can raise a concern safely.
 - Equal Opportunities and Dignity at Work Policy (People and Conduct Policies, section 2), covering fair pay, right to work and freedom of association.
 - Anti-Bribery and Corruption Policy and Financial Crime Policy (People and Conduct Policies, sections 4 and 5).
 - Code of Business Standards, including prompt and fair payment of suppliers.

5. Due diligence and risk assessment

- 5.1 We have assessed the risk of modern slavery in our operations and supply chains as **low**. Our own workforce is small and made up of our directors. Our suppliers are mainly established software providers and UK professionals.
- 5.2 In practice we:
- verify the right to work of anyone we employ, and pay at or above the legal minimum wage;
 - never ask anyone to surrender identity documents or pay a fee to work with us;
 - engage contractors directly on written terms, not through opaque intermediaries;
 - pay suppliers and contractors on agreed terms, within 30 days of a valid invoice;
 - choose established suppliers with published terms and policies, and review key suppliers through our Supplier and Sub-processor Due Diligence Procedure;
 - sign and follow our clients' supplier codes of conduct where they ask us to.
- 5.3 We will not work with a supplier or contractor where we have credible evidence of modern slavery or human trafficking. Any concern will be raised with the supplier, and reported to the appropriate authorities where it is credible.

6. Training and awareness

- 6.1 Our directors are aware of the risks of modern slavery and of this statement. Modern slavery awareness forms part of our induction, recorded in the Training and Induction Record. Contractors are made aware of our policy when they are engaged.
- 6.2 Given our size and low risk, we do not run a separate modern slavery training programme.

7. Measuring effectiveness

We will track these measures each year and report on them in our next statement:

Measure	Target
Concerns about modern slavery raised or reported	Recorded and acted on; none raised in the year to 31 March 2026

Key suppliers reviewed under the Supplier and Sub-processor Due Diligence Procedure	100% of suppliers who handle client data
Directors and contractors who have completed induction, including this statement	100%
Statement reviewed and republished	Annually

This statement covers the financial year ending 31 March 2026 and is signed by a director of Lead Ignition Ltd.

Approval

Approved and signed on behalf of Lead Ignition Ltd.

Signed	Name and role	Date
<i>James Moyies</i>	James Moyies, Director	11 October 2026
Signed electronically		Version 1.0