brandfuel

Brandfuel Information Security Proposition

Our commitment to Information Security

brandfuel

Introduction to Brandfuel

Brandfuel is an award winning creative agency specialising in the design, planning and delivery of online broadcasts, conferences, exhibitions, events, brand identity and digital services. Our clients are the change-makers who are challenging the way things are and reimagining how they could be.

We work with them to enhance their brand reputation and reframe their objectives in this increasingly online world. We are committed to maximising value and making our business work harder to meet these requirements in everything we do, and in doing so, we aim for the highest standards in information security for all those concerned.

We will drive improvements to protect the confidentiality, integrity and availability of information that we have in our care.

What does Information Security mean at Brandfuel?

At Brandfuel, we are focused on driving excellence and in doing so, we are committed to setting and maintaining the highest standards in information security for all those concerned.

brandfuel

Our Commitment: Sue Sawyer, Chief Operating Officer

I will ensure that the Information Security management system (ISMS) meets the requirements of the business, the requirements of ISO27001 and supports our ongoing commitment to continual improvement in Information Security management performance

I will ensure this by:

- Ensuring the information security policy and the information security objectives are established and are compatible with the strategic direction of the business;
- Ensuring the integration of the information security management system requirements into Brandfuel's processes;
- Ensuring that the resources needed for the information security management system are available;
- Communicating the importance of effective information security management and of conforming to the information security management system requirements;
- Ensuring that the information security management system achieves its intended outcome(s);
- Directing and supporting persons to contribute to the effectiveness of the information security management system;
- Promoting continual improvement; and
- Supporting other relevant management roles to demonstrate their leadership as it applies within their areas of responsibility.

Key Roles and Responsibilities

The Directors of Brandfuel have assigned responsibilities and authorities for relevant roles are assigned and communicated within the organisation via use of job descriptions and awareness / communications.

The **COO** has ultimate accountability for information Security, its policies, procedures and guidance. She is also responsible for the management of documentation requirements and for records confirming roles, responsibilities and competency.

The COO has delegated responsibility and authority to:

brandfuel

The **Senior Technology Manager**, who has been assigned responsibility for:

- Ensuring that the information security management system conforms to the requirements of the ISO27001 International Standard and all applicable Annex A control requirements; and
- Reporting on the performance of the information security management system to the Directors.

Other key responsibilities are assigned to:

The Managing Director is responsible for the management of client related information and determination of risks and actions.

The Finance Director is responsible for the management of financial related information and determination of risks and actions.

Senior Production Director who has operational responsibility for occupational health & safety and related H&S information within Brandfuel.

HR & Training Manager has responsibility for management of employee recruitment, including background screening. The HR and Training Manager also curates all contracts of employment and employee information.

Group Project & Event Services Director is responsible for operational delivery of events and for incorporation of Information Security risk mitigation actions and initiatives where possible in event related planning and delivery activities.

All employees are responsible for following company policies, information security policies and procedures and for seeking to drive continual improvement in Information Security performance where possible.

All contractors, freelancers and suppliers are responsible for following company policies, procedures and for adherence to contractual requirements and confidentiality agreements where deemed necessary.

brandfuel

Determining Information Security Issues at Brandfuel

The Brandfuel Directors meet regularly and undertake SWOT and PESTLE analysis to determine external and internal Information Security issues that are relevant to Brandfuel's strategic purpose and those issues that affect our ability to achieve the intended outcome(s) of our Information Security management system (ISMS).

Examples of these issues can include, but are not limited to:

External Issues:
- The cultural, social, political, legal, regulatory, financial, technological, economic, natural and competitive environment (international, national, regional or local);
- Key drivers and trends having impact on Brandfuel objectives; and
- Relationships with, and perceptions and values of external stakeholders.

Internal Issues:
- Governance, organisational structure, roles and accountabilities;
- Policies, objectives, and the strategies that are in place to achieve them;
- The capabilities, understood in terms of resources and knowledge (e.g. capital, time, people, processes, systems and technologies);
- Information systems, information flows and decision-making processes (both formal and informal);
- Relationships with, and perceptions and values of, internal stakeholders;
- Company culture;
- Standards and guidelines;
- Contractual relationships.

brandfuel

Our Interested Parties

Brandfuel will identify and engage with relevant interested parties in relation to the events that are in scope of our ISO27001 certification. The purpose of stakeholder engagement is to identify those interested parties that are relevant to the ISMS and to understand their specific / evolving / ongoing requirements in order to meet and where possible address them through setting objectives or taking a specific action to address an identified risk or opportunity.

During risk assessment activities, stakeholders will be identified, and steps will be undertaken by identified Brandfuel employees to identify and document their identified needs and expectation outputs in the information security risk assessment.

The identification of needs and expectations can be achieved through one or more of the following means:

- Regular correspondence and event planning meetings;
- Discussions and reviews of feedback received;
- Review of client / supplier contractual requirements;
- Awareness of legal and other requirements;
- Identification of best available Information Security practices;
- Benchmarking.

The following key stakeholders have been identified that are common to all our events in scope of certification:

- Clients
- Suppliers / contractors
- Charities
- Competitors
- Regulators (ICO)
- Storage facilities
- Venues / studios
- Event Organisers
- Brandfuel staff
- Local community

brandfuel

Brandfuel Information Security Pillars

Brandfuel are helping to shape the organisations that are reshaping the world
The following Information Security pillars have been identified and are expected to be incorporated into everything that we deliver for our clients and stakeholders.

Our principles will help us shape our future:

- We are pioneers
- We take creative leaps and obsess over the details
- We aspire to be smart, efficient and professional
- We strive for the best solutions
- Optimism, ingenuity and self-belief fuels our ability to exceed expectations

Our Information Security Pillars are based on the following principles:

Confidentiality

Maintaining the confidentiality of information is critical to maintaining confidence in our ability to deliver our services:

- Confidentiality prevents unauthorised disclosure of information and personal data;
- Only those who have been granted access to information should have access on a need to know basis;
- Ensuring that information is not passed to people if they are not authorised to have it or if they do not need it as part of their job

Integrity

Maintaining the integrity of information is important to ensure accuracy:

- Integrity ensures that systems and information cannot be modified in an unauthorised manner
- Safeguarding the accuracy and completeness of information and processing methods by sharing information effectively with authorised people

Availability

Maintaining the availability of information when and where it is needed is critical to ensuring the smooth delivery of events.

- Information should be protected from disruption of service to ensure it is readily available for the authorised user(s)

brandfuel

- Ensuring that authorised users have access to information and associated assets when required; and that IT systems are always 'Up' and available for use.
- If data is lost it should be easily and quickly recovered in a form it can be reused.

brandfuel

Information Security Policy Statement

Brandfuel is an award winning creative agency specialising in the design, planning and delivery of online broadcasts, conferences, exhibitions, events, brand identity and digital services. Our clients are the change-makers who are challenging the way things are and reimagining how they could be. We work with them to enhance their brand reputation and reframe their objectives in this increasingly online world. We are committed to maximising value and making our business work harder to meet these requirements and in doing so, we aim for the highest standards in information security for all those concerned.

Through certification to the international standard for Information Security management, BS ISO/IEC27001:2017, Brandfuel are committed to ensuring that we will:

- Comply with requirements relating to Information Security and all other applicable statutory and regulatory requirements;
- Strive to continually improve the effectiveness and performance of our Information Security management system;
- Establish and review Information Security objectives, targets and action plans across all levels of the business aimed at protecting the confidentiality, integrity and availability of information relating to the company and interested parties;
- Invest in upgrading and replacing technologies, systems, infrastructure, assets and services to ensure they remain robust and effective against perceived threats and vulnerabilities;
- Provide ongoing training and awareness for our staff to ensure they are aware of this policy, relevant information security risks that affect them and that they remain vigilant in the face of changing and evolving threats.

This Information Security Management System (ISMS) is the means by which Brandfuel will periodically and systematically review each component of the standard. A nominated member of staff has been appointed by the Chief Operating Officer to be responsible for the control of all matters relating to the implementation, control and continuing internal and external audit of these procedures.

The implementation and continuing control of the standard is fundamental to all work undertaken by us and this policy and the procedures established shall be adopted and practised by all of our employees at every level. They will be made available to interested parties as appropriate and will be reviewed by the Board of Directors to ensure continued suitability.

Signed

brandfuel

Sue Sawyer
Chief Operating Officer
April 2022

brandfuel

Scope of ISO27001 Certification

The scope of certification of the Brandfuel Ltd ISMS extends to:

"The design, management and delivery of virtual and physical events, conferences, showcases, exhibitions and retail environments"

These activities are centralised at our company office which is located at: Elgin Lodge, Eversley Road, London SE19 3PY.

The scope of certification includes Eventfuel which provides storage facilities for equipment and sets and can also provide studio space to support the delivery of virtual events.

Eventfuel is located at: Unit 5, ZK Park, 23 Commerce Way, Croydon, CR0 4ZS

The scope of certification does not apply to Brandfuel activities undertaken in our international offices in the US, Ireland and Singapore.

brandfuel

Development of Information Security Objectives, Targets & Programmes

Our Information Security objectives have been determined with the aim of supporting the commitments relating to:
- The Brandfuel Information Security Policy
- The Brandfuel information security pillars
- Identified legal and other requirements,
- Best available technological options,
- Financial, operational and business requirements,
- Consideration of alternative options for improved information security to find the best overall available solution(s),
- The greatest improvement practicably possible, within the objective's timescale and our capacity to address it,
- The feedback from our interested parties, and
- Relevant supply chain issues.

A programme of actions to support the achievement of objectives has been developed based on decisions relating to:
- Identified risks and opportunities relating to events in scope of ISO27001 certification.
- The results of SWOT and PESTLE analysis.
- Results of information security risk assessment activities (significant IS risks)
- Identified quick wins (low / no cost impact & ease of implementation)

The following commitments form the basis for setting Information Security objectives and targets for events within the scope of our ISO27001 certification:

Compliance
We recognise that we control and process a significant amount of personal data relating to our staff and clients. Compliance with relevant data protection laws (eg, UK GDPR) is the minimum standard that we apply and we commit to:
- Comply with requirements relating to information security and all other applicable statutory and regulatory requirements;
- Undertake regular reviews of legal requirements and other requirements to which the business subscribes;
- Undertake regular audits to confirm compliance with legal requirements is assured at all times.

Continual Improvement
Driving continual improvement in the performance of our ISMS is critical to keep ahead of emerging threats. We will:
- Strive to continually improve the effectiveness and performance of our Information Security management system.

brandfuel

Policies & Procedures

Documented policies and procedures are critical to ensure that Brandfuel employees and other interested parties are made aware of the risks and threats that relate to the information they hold responsibility for. We will:

- Establish and review Information Security objectives, targets and action plans across all levels of the business aimed at protecting the confidentiality, integrity and availability of information relating to the company and interested parties;

IT Systems

Maintaining and investing in the latest technology not only reduces risk to the business but also positions Brandfuel as an innovative company that is agile and responsive to change. We will:

- Invest in upgrading and replacing technologies, systems, infrastructure, assets and services to ensure they remain robust and effective against perceived threats and vulnerabilities;

Training

We recognise that our people are our greatest asset, but also can often unwittingly be involved in information security incidents and events. We will:

- Provide ongoing training and awareness for our staff to ensure they are aware of this policy, relevant information security risks that affect them and that they remain vigilant in the face of changing and evolving threats.

brandfuel

Links to supporting information & procedures

Brandfuel Documented Information	ISO27001 Clause Requirement
Brandfuel Innformation Security Proposition	4, 5.1, 5.3, 6.2
Brandfuel Sustainable Development Policy	5.2, A5.1
Fuelling Station - People	5.3, A6.1
Brandfuel Legal Register	6.1, A18
Brandfuel Information Security Risk assessment	4.2, 6.1
Brandfuel Statement of Applicability	6.1
Brandfuel SWOT/PESTLE	4.1
Fuelling Station – Learning	7.2
Fuelling Station – New Fuellers	7.3
Fuelling Station - Resources	7.4, 7.5, A18.1
Fuelling Station – Resources / The Brandfuel Way	8.1, 8.2
Brandfuel Information Security Monitoring & Measurement Pl	9.1
Brandfuel Internal Audit Procedure	9.2, A18.3
Brandfuel Management Review Procedure	9.3
Brandfuel Non Conformity & Corrective Action Procedure	10
Mobile Device & Teleworking Procedure	A6.2
Human Resource Security Procedure	A7
Asset Management & Use Procedure	A8
Access Control Policy and Procedure	A9
Cryptographic Controls Procedure	A10, A18.1
Physical & Environmental Security Procedure	A11
Operations Security Procedure	A12
Information Technology (IT) Security Procedure	A13, A14
Supplier Relationships	A15
Incident Management Procedure	A16
Brandfuel Business Continuity Plan	A17.1