

McAvoy Media and Publicity Policy

In tendering and/or being awarded any element of this Project, the sub-contractor and/or supplier and/or their own sub-contractors and/or suppliers for which they are responsible, must take note of the following obligations being imposed on them regarding media, website or publicity material.

1. **Use of Project for Publicity**

This project must not be used for any form of publicity, including but not limited to press interviews, press site visits, photography, social media, website, case study or any marketing purposes whatsoever without prior permission in writing from the McAvoy Marketing team.

2. **Approval of Materials**

If permission is granted, all written content, images and related materials must be approved in writing by the McAvoy Marketing team prior to any publication, online posting of marketing use. The McAvoy Marketing Team must also be involved in all stages of any such publicity activity.

3. **Application Across the Supply Chain**

This policy applies to all sub-contractors and suppliers of any tier working for any McAvoy sub-contractor on this project. It is the responsibility of each party to ensure that any third parties engaged by them are aware of and comply with this policy.

4. **Condition of this Appointment**

All contracts and subsequent appointments are made on the understanding that all parties and their agents will fully adhere to this media and marketing policy. Non-compliance may result in withdrawal of approval, termination of contract, or other appropriate action.

5. **Permission Requests**

To request permission to use the Project for media, photography, or marketing purposes, a *PR Request Form* must be completed and submitted to the McAvoy Marketing Team for consideration. Forms can be obtained from Sarah Bradley, Head of Marketing & Communications – sarahbradley@mcavoygroup.com