

Sustainability Policy

DAIVID Ltd / 8 October 2026

Our commitment

DAIVID is committed to reducing the environmental impact of its activities and operating responsibly. As a global creative intelligence business, our approach focuses on how we use digital infrastructure, purchase and manage equipment, travel and work with suppliers.

We aim to use resources efficiently, prevent avoidable waste and consider environmental and social impacts when making business decisions. We comply with applicable environmental requirements and seek practical improvements that are proportionate to our operations.

Who this policy covers

This policy applies to DAIVID's directors, employees and others working on our behalf, including contractors and consultants. It covers the operations and purchasing decisions we control and informs our engagement with clients, partners and suppliers. Everyone working for DAIVID is expected to consider sustainability in their work and follow relevant guidance.

Cloud infrastructure and AI computing

Our digital services depend on computing, data storage and third-party infrastructure. We recognise that these activities use energy and other resources, even where that use takes place outside our own workplace.

We seek to reduce unnecessary processing and storage by designing efficient workflows, avoiding duplicated work, choosing computing resources appropriate to the task and reviewing resources that are no longer needed. We manage data retention in line with privacy, security, research and contractual requirements.

When selecting or reviewing infrastructure providers, we consider credible information about energy use, emissions, renewable electricity and other relevant environmental impacts alongside security, reliability, performance and cost. We will use available provider information to improve our understanding of the impact of model development and service delivery, recognising the limitations of estimates and differences in reporting methods.

Equipment resources and waste

We aim to extend the useful life of laptops, monitors and other equipment through appropriate care, maintenance, repair and reuse. Before buying new equipment, we consider whether existing equipment can meet the need. We consider durability, energy efficiency, repairability and refurbished options where suitable.

Equipment that is no longer required should be reused, donated or recycled through appropriate channels where practicable. Data must be securely removed before equipment is transferred or disposed of. We arrange lawful disposal of electronic waste, batteries and other controlled waste and use authorised providers where required.

We favour digital documents where appropriate, minimise unnecessary printing and single-use purchases and encourage sensible use of energy and water in places where we work. We recognise that our control over home working and shared premises is limited and focus on measures we can reasonably influence.

Business travel and meetings

We consider whether the purpose of a meeting can be achieved remotely before arranging business travel. When travel is needed, we consider lower-impact options, including rail and public transport, where they are practical for the journey.

We aim to combine meetings and plan trips efficiently to avoid unnecessary journeys. Travel decisions also take account of accessibility, safety, journey time and business needs. We will use available travel records to understand patterns and identify opportunities to reduce avoidable travel.

Responsible purchasing and partnerships

We consider sustainability alongside quality, security, value and service when choosing significant suppliers. Where relevant to the purchase, we seek information about their environmental practices, working conditions and the evidence supporting their claims.

We aim to avoid unnecessary purchases, consider the wider life of products and services and work with suppliers on practical improvements where we can influence them. We encourage partners and suppliers to comply with applicable environmental and employment laws and to treat people fairly.

Responsible operations also mean respecting the rights and wellbeing of colleagues, contractors and research participants. We support fair treatment, inclusion and accessible working practices and handle personal data responsibly.

Evidence and communication

We make environmental claims only where they are supported by appropriate evidence. We aim to communicate clearly about what a claim covers, the method used and any material limitations. We distinguish planned improvements from results already achieved and review claims when the underlying information changes.

Any claim about an environmental benefit from our services must be supported by a relevant assessment.

Responsibility and continuous improvement

The CEO is responsible for overseeing this policy. The CTO supports its application to technical infrastructure and computing. Managers and those responsible for purchasing and travel should consider the policy in their decisions.

We will review available information on infrastructure use, business travel, equipment purchasing and disposal to identify priorities. As reliable data becomes available, we will establish baselines and set proportionate improvement objectives with owners and review dates. We will record actions, assess progress and use the findings to update our objectives.

We review this policy at least annually and when material changes in our operations or legal requirements make a review necessary. Feedback and suggestions can be raised with a manager or senior leader, or through the contact details on our website.