

Equality, Diversity and Inclusion Policy

Legal operator	Pariter Limited trading/operating the F-Stop Creative brand
Company number	05308864
Registered office	5/6 Salmon Fields Business Village, Oldham, Lancashire, OL2 6HT
Contact email	info@fstopcreative.co.uk
Policy owner	Ian Chadwick, Director
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Commitment

F-Stop Creative aims to work in a way that is respectful, inclusive and free from unlawful discrimination. This applies to clients, suppliers, freelancers, staff, collaborators and website/social media interactions.

Principles

- Treat people with dignity and respect.
- Avoid unlawful discrimination, harassment or victimisation.
- Consider accessibility and inclusion in design choices where reasonably practicable.
- Use inclusive language and imagery where appropriate to the brief and audience.
- Challenge creative work that appears discriminatory, harmful, exploitative or misleading.
- Consider representation and consent when using people in imagery, video, testimonials and campaigns.

Client briefs

Where a client brief raises equality, diversity, accessibility or reputational concerns, F-Stop Creative may recommend changes or specialist review. Final responsibility for business decisions and campaign approval remains with the client unless otherwise agreed.