

COMPLIANCE STATEMENT

LITEUP CREATIVE CONCEPT

1. Introduction

Liteup Creative Concept is committed to maintaining the highest standards of compliance with all applicable laws, regulations, and industry best practices. As a digital marketing agency, we prioritize ethical business conduct, data protection, and transparency in all our operations.

2. Regulatory Compliance

We adhere to all relevant local and international laws governing digital marketing, advertising, and data privacy. Our compliance efforts include but are not limited to:

- **Data Protection Laws** – Compliance with GDPR, Nigeria Data Protection Regulation (NDPR), and other applicable privacy laws.
- **Advertising Standards** – Adherence to ethical advertising guidelines and industry standards.
- **Intellectual Property Laws** – Ensuring respect for copyrights, trademarks, and proprietary content rights.

3. Data Privacy & Security

Liteup Creative Concept implements stringent data protection measures to safeguard personal and business information. We ensure:

- Transparency in data collection and usage.
- Secure storage and processing of personal data.
- Limited data sharing with third parties strictly under compliance agreements.
- Use of encryption and security protocols to protect client information.

4. Ethical Business Practices

Our company operates with integrity and fairness, ensuring that:

- We provide accurate and truthful information in all marketing efforts.
- We do not engage in misleading, deceptive, or fraudulent advertising.
- We uphold equal opportunity employment and diversity within the workplace.
- We maintain strict anti-corruption and anti-bribery policies.

5. Client & Employee Responsibilities

All employees and clients working with Liteup Creative Concept are expected to:

- Adhere to our compliance policies.
- Maintain confidentiality and data security.

- Report any violations of laws, policies, or ethical concerns.

6. Compliance Monitoring & Enforcement

We conduct regular compliance audits, staff training, and reviews to ensure continuous adherence to policies. Any violation of compliance regulations may result in corrective actions, including legal proceedings if necessary.

7. Contact & Reporting Concerns

For any inquiries or reports regarding compliance matters, please contact us at:

Liteup Creative Concept

Email: info@liteupcreative.com

Phone: +234 701 129 9203

Website: liteupcreative.com

This Compliance Statement reflects our commitment to responsible business practices and ensures that all stakeholders—employees, clients, and partners—uphold our ethical and legal obligations.

Effective Date: 01/01/2025

Liteup Creative Concept