

Software Development Policy

Issued by: Cebuana Encoding Services and all Licensees of LDMax Code/Service Providers

1. Purpose

This policy outlines the core principles guiding client interaction and decision-making throughout the software development life cycle within *Cebuana Encoding Services and all Licensees of LDMax Code/Service Providers*. These principles serve to maintain high-quality service and foster positive client relationships.

3. Core Policy Rules

Rule #1

The Customer is Always Right.

All developers, designers, managers, and support staff must act in accordance with this foundational rule. All efforts should be made to understand, align with, and fulfill the customer's expectations, even if they are unclear or evolving.

Rule #2

If the Customer Appears to Be Wrong, Refer to Rule #1.

In cases of perceived error, misunderstanding, or confusion on the part of the customer, the appropriate response is to revisit Rule #1. Teams are encouraged to respond with empathy, professionalism, and solution-focused support.