# Business Continuity and Disaster Management Plan

Mobile Accord, Inc. (T/A GeoPoll)

*Date Implemented: 6 October 2026 | Date Last Updated: 6 October 2026 | Review cycle: every two years, and after any material business interruption event*

## 1. Purpose

This plan sets out how GeoPoll protects the operation of its business, and the continuity of client services and research fieldwork, in the event of a business interruption event. It covers both logical interruption, such as loss of systems, data or connectivity, and physical interruption, such as loss of access to premises, loss of key personnel or disruption to field operations.

The plan is written to be read alongside the policies listed in section 11, which contain the detailed controls it relies on.

## 2. Scope

This plan applies to Mobile Accord, Inc. and its wholly owned subsidiaries, and to all personnel, consultants, contractors and subcontractors performing work on GeoPoll's behalf.

GeoPoll is a registered US business headquartered in Denver, Colorado, with wholly owned subsidiaries in the Democratic Republic of the Congo, Kenya, Mauritius, Nigeria, South Africa and Tanzania. Operations are distributed across offices in Denver, Washington DC, Nairobi, Johannesburg, Lagos and Dar es Salaam.

This geographic distribution is itself a continuity control. No single office holds sole capability for research design, field management, data processing or client service, and work can be reassigned between locations and time zones.

## 3. Governance and responsibility

The Chief Executive Officer and the General Counsel, or their nominee, are responsible for the adoption, administration and review of this plan. Each department head is responsible for maintaining continuity arrangements within their function and for ensuring that their teams understand them.

On a project, the named Project Director holds first-line responsibility for continuity of delivery and for escalation to senior management.

## 4. Interruption events in scope

- Loss, corruption or unauthorised modification of data
- Loss of platform or systems availability, including hosting and colocation failure
- Loss of telecommunications connectivity in a market of operation
- Cyber incident, including unauthorised access or disclosure
- Loss of access to an office or other premises
- Loss of key personnel, whether temporary or permanent
- Disruption to field operations, including civil disturbance, natural hazard, public health event, device loss or power failure
- Failure or non-performance of a subcontractor or field partner

## 5. Data and systems recovery

GeoPoll's data protection and security controls, set out in the published Data Subject Rights, Security Controls, and Data Collection policy, provide the technical basis for recovery from a logical interruption event. The controls that bear directly on continuity are:

- All files and databases containing data are backed up on a daily basis, and paper-based information is secured in protected premises
- Restoration of the availability of, and access to, data is prioritised in the event of an incident
- Pseudonymisation and encryption of data, including encryption of all devices, mobile devices, storage devices, files and databases, and encryption of communications between all stakeholders and sub-processors
- Multifactor authentication for all user access to data
- System access controls covering the granting, recertification and revocation of user access, and management of administrative access
- Controls over data access, transmission, input, availability, integrity and segregation
- Physical access controls and physical security measures protecting paper-based data
- A documented incident response plan for data breaches and cyber threats, including reporting to the relevant authorities where required by applicable data protection legislation
- Regular testing, assessment and evaluation of the effectiveness of the security controls implemented

**Backups are encrypted and held off-site and run nightly, giving a recovery point objective of 24 hours.**

## 6. Platform and service continuity

GeoPoll operates a proactive, adaptive management approach to platform resilience, and performs regular internal and external testing of its systems, with findings fed back to technical and management teams for action.

GeoPoll's operating standard is real-time data transaction processing, achieved more than 90% of the time. A delayed transaction is typically processed in under one hour. Where an exceptional circumstance arises, such as downtime in a telecommunications network, GeoPoll delivers messages within 24 hours or provides alternative means of engaging with respondents, either through alternative networks or through other airtime and mobile money service providers.

The ability to route around a single operator or a single channel is a material continuity control in the markets where GeoPoll works, and is designed into the platform rather than arranged after an event.

## 7. Field operations continuity

Research fieldwork is the activity most exposed to physical interruption. The following arrangements apply to all field assignments:

- Data collection software operates offline, so that interviewing and data capture continue through connectivity loss and synchronise when a connection is restored
- Field teams carry portable power supplies to maintain device operation where mains power is unreliable
- Reserve interviewers, supervisors and devices are identified before deployment so that staff or equipment loss does not halt collection
- Interviewers are recruited locally and are native speakers of the languages of the study area, which reduces travel dependency and supports rapid substitution
- Local leaders and relevant authorities are engaged before deployment, which supports early warning of local disruption
- Where fieldwork must be suspended, it is suspended safely and on a documented basis, with the point of suspension recorded so that collection can restart without loss of sample integrity

- Where a site becomes inaccessible, the sampling consequences of any change are assessed and documented before a substitution is made

## 8. People and premises

GeoPoll maintains controlled access to its offices, so that only authorised individuals can enter its facilities, and CCTV surveillance in common areas. Accessible channels for complaints and whistleblowing are maintained so that concerns, including concerns about safety, can be raised and acted on.

Employees are covered by Workers Injury Benefits Act coverage and by comprehensive medical insurance, so that care is available in the event of accident or injury.

Work is not dependent on physical attendance at a single location. Personnel operate across multiple countries and are able to work remotely, which allows business functions to continue where an office is inaccessible.

## 9. Communication and escalation

GeoPoll operates an open-door approach to internal communication. A company-wide meeting is held monthly and all personnel participate, and senior management calls are held weekly. These forums provide the standing route for raising and cascading operational risk.

In an interruption event, the responsible department head notifies the Chief Executive Officer and the General Counsel, or their nominee. Where a client engagement is affected, the named Project Director notifies the client without delay, together with the nature of the interruption, the immediate action taken, the expected effect on deliverables and a recovery plan. Where an incident triggers a statutory or contractual notification duty, that duty takes precedence over internal escalation timings.

## 10. Third parties and subcontractors

Subcontractors and independent contractors are assessed before engagement under GeoPoll's Due Diligence and Know Your Customer Policy for Independent Contractors and Subcontractors, and are managed under GeoPoll's third party risk management arrangements.

Field partners are required to meet GeoPoll's training, security, data handling and acceptance standards, and to notify GeoPoll of any event affecting their ability to perform. Where a client imposes a supplier code of conduct, GeoPoll passes the corresponding obligations to its subcontractors.

## 11. Related policies

This plan operates alongside the following GeoPoll policies, which are published and are communicated to personnel during induction:

- Data Subject Rights, Security Controls, and Data Collection
- Data Subject Rights Procedure
- Privacy Policy
- GeoPoll Code of Business Conduct
- Commitment to Employee Safety and Security Statement
- Due Diligence and KYC Policy for Independent Contractors and Subcontractors
- Third Party Risk Management Framework

## 12. Review

This plan is reviewed every two years in line with GeoPoll's standard policy review cycle, and additionally following any material business interruption event. Findings from any such event are recorded and used to update this plan.

Approved and adopted on behalf of Mobile Accord, Inc. (T/A GeoPoll)

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**Signature:** 

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Mobile Accord, Inc. (T/A GeoPoll)

Date: 06 October 2026