Business Continuity

FeedbackFruits understands the importance of a strong Business Continuity Plan (BCP) for its partners and end-users: we want to make sure educators and learners around the world can rely on our products day in, day out. Our approach to business continuity focusses on resilience: mitigating a broad range of internal and external risks by building resilience in our processes, technology and team.

As a bootstrapped company, agility is in our DNA from our startup days. Challenges faced in those earlier days have taught us the importance of documenting and standardizing procedures to mitigate disruptions.

With FeedbackFruits being a Software-as-a-Service company, a key focus of our business continuity planning is on a resilient cloud infrastructure, which can withstand common areas of disruption and can be rebuilt quickly in case of severe issues.

Our Business Continuity Plan results in practices that allow us to:

- Minimize risk to core business operations
- Communicate clearly with customers and employees
- Provide continued service to our customers

Processes

To maintain business operations, FeedbackFruits has these key processes in place to continuously support our team in delivering our services:

- **Incident response plans**: Both for incidents we've faced in the past as for known potential disruptions, we have plans in place to assess their severity, determine next actions, who needs to get involved and how communication can ensue. Our plans focus on internal operations, but also include communication to our partners to address effects disruptions might have on their operations.
- **Communication Channels:** Our partner team maintains clear overviews of which parties need to be involved when disruptions occur, and have standardized lists in place to quickly reach out if necessary. With our public status page (status.feedbackfruits.com) we have a portal available that is

independent from our internal systems, ensuring we can signal issues even when other channels are inaccessible.

- **Cyber Insurance:** FeedbackFruits has comprehensive insurance coverage to help us sustain attacks and manage the risks of being a SaaS company with publicly hosted services.
- **Vendor Assessments:** Our operations team reviews agreements with our vendors both at the beginning of an engagement and on an ongoing (annual) basis. We decrease our reliance on individual vendors where possible and have Service Level Agreements in place where relevant. Our reviews include verifying disaster recovery, business continuity and security plans.
- **Risk Management:** FeedbackFruits recognizes risk management as a critical component of its operations that helps to verify customer assets are properly protected and incorporates risk management throughout its processes
- **Strategic Planning:** During our quarterly board meetings, we assess the state of the market, verify our projections and review the state of individual departments within the company. Based on this analysis, we adapt our strategy when necessary to ensure stability for our service offerings to customers and maintain focus on our core objectives as a company.