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	<b><u>QUALITY POLICY</u></b>	

## **QUALITY POLICY**


After 50 years of activity, Camping Playa Mazagon maintains its ambition for continuous improvement and continues to adapt to the quality needs demanded by an increasingly competitive tourist market.

To meet current demand requirements, we have developed and implemented a Quality Management System that involves the entire organization and will help consolidate our iconic establishment as a benchmark in campsite management.

The main objectives are customer satisfaction through the excellence of a personalized and friendly service, the motivation and involvement of all staff with a culture of quality and commitment to the environment and energy efficiency, with the reduction of environmental impact.

To achieve these objectives, an effective Quality management system will be established that will be governed by the following basic guidelines and principles:

- Always try to provide a cordial welcome and farewell to our clients, maintaining the greeting and respectful address of "You".
- Anticipate, satisfy and even exceed the wants and needs of our customers.
- Persist and involve the entire organization in quality management as a sign of our commitment to excellence. Continuous improvement is part of the company's quality culture and it is the commitment of all staff to promote it.
- Treat customer claims, complaints and suggestions with the utmost priority and responsibility, without evading responsibilities and damages that our way of acting may have caused.
- Maintain proper communication with the client and inform them of any eventuality.
- Prioritize error prevention over error correction.
- Promote the development of talent and the promotion of human resources with a focus on quality, adequate training, communication and motivation.
- Ensure the safety, health and well-being of our employees as the main asset of our organization.
- Promote transparency by implementing internal and external communication systems and channels.
- Comply with the legal and regulatory requirements associated with the activity of the company and the provision of our services.

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- Maintain a high level of innovation, infrastructure planning, capital goods and human resources management to improve facilities and service, giving priority to the needs of our clients and economic and social balance.
- Ensure compliance of work with contractual requirements through objective results and evidence.
- Annual improvement objectives must be set by management in collaboration with the entire quality management team, which will approve, implement and keep the plan up to date, monitoring its degree of compliance. Internal audits will verify that the system remains efficient and appropriate.

Management recognises that the participation of all employees, as well as other collaborators, is essential to achieving these objectives. The key is to combine the constant effort to improve our individual work, teamwork and total commitment to what we set out to do.

Consequently, it is the responsibility of management to encourage these factors, provide them with the necessary resources and create a favourable framework for achieving their objectives. To do this, through meetings, training and motivation plans, it ensures that its ethical and quality policy is disseminated, understood and accepted by all staff. It is a company policy, therefore, an obligation for those of us who make up this organisation.