



**ENVIRONMENT**  
**INFORMATION**  
**& POLICIES**

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LYRICAL HOST

# Environment

## INFORMATION & POLICIES

As a company we take our environmental responsibilities very seriously and encourage our staff and customers to do the same. This document outlines our approach to environmental sustainability, and is updated from time to time with further information.

If you have any questions about the information included in this PDF, please email [jenni@lyricalhost.com](mailto:jenni@lyricalhost.com)

Thanks so much for your interest!

- The Lyrical Host Team

# Environmental Support

## INFORMATION & POLICIES

### Tree Planting

We celebrate every hosting customer's anniversary with us by planting trees around the world. The number of trees planted increases for every year a customer has been with us, and we regularly increase that number. Currently, we plant up to 50 trees per customer per year. In a similar way, we also plant trees on our employees' anniversaries with us.

Our preferred tree-planting partners are [Trees For The Future](#) and [One Tree Planted](#). Trees For The Future has dual environmental and people benefits, as they help people plant trees and gardens to feed their families. One Tree Planted does a lot of work planting trees in the Amazon rainforest.

### Coral Reef Support

In our second year, we asked our customers for a water-based organization to support. We made one-off donations to a bunch of options that made the final list, and added the most voted for, [Reef Check](#), to the list of organizations we support on a monthly basis. Reef Check has a variety of different aims, including education, research, and actively helping the health and habitats of coral reefs.

You can find out more about these and the other organizations we have donated to and continue to donate to on our [Causes We Support](#) page.

# Minimizing Impact

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### **The Lyrical Host Office**

Our office has been designed so that it has natural cooling, and is centrally located to be walkable and easily accessible for public transport (including electric trams and buses). Most staff walk or cycle to work.

We adopt a “paperless and plastic-free wherever possible” approach and recycle. We also use recycled materials; for example staff desks are made from reclaimed wood, and we use recycled apple crates for storage. We use computers, monitors, kitchen appliances and other equipment with excellent energy use ratings, and we recycle or donate as needed.

### **Data Center Standards**

Our primary data center uses cold aisle containment systems for up to 40% greater cooling efficiency. It also has a proactive and detailed commitment to environmentally standards through its ISO 50001: Energy Management Systems energy policy.

We use bamboo-packaged Dell servers, which have 80 Plus certified power supplies for greater efficiency. We select highly reliable servers suited to long-term use for a greater life span. They only draw the power they need for better efficiency; idle hardware doesn't use electricity unnecessarily. All servers are fitted with highly efficient Intel fans and processors.

We utilize other data centers across the world in order to serve content more efficiently, and we strive to select ones that take their environmental responsibilities seriously and minimize negative impacts wherever possible.

# Customer Support

## INFORMATION & POLICIES

We're always happy to work with customers to reduce the environmental impacts of their website and emails, and review their processes with them as they request. We provide advice and information they can easily action themselves, so that they are happy with the decisions they're making for their website, and so their visitors use less bandwidth and have lower power usage and less demand placed on their browsing devices.

Our assistance typically includes things such as:

- Step-by-step information on testing their page sizes, and how to decrease their sizes based on the results.
- Advice on actions specific to their site, for example optimizing file sizes for things like images and printables.
- Helping customers in creating a strategy for minimizing printed elements where possible, and making them as printer-friendly and efficient as possible where printing is required.
- Reducing the amount of web space and bandwidth used, for example by removing unnecessary old files and backups.
- Advice on creating low-power-consumption emails, email newsletters, and email signatures.

As a customer-focused company, we're always happy to hear suggestions from customers about environmental suggestions they have and causes they'd like us to support. We prefer small, grassroots, independent organizations that often get passed over or aren't known about, and where the vast majority of donations go directly to the cause itself.