

Document Title: Social Networking and Use of Personal Electronic Equipment Policy (staff)			
Application	All staff	Document No.	POL-0005
Approved Date:	4 October 2022	Next Review:	October 2024
Approved By:	Directors	Version Number:	1.0
		Classification	Internal Use

1. Policy Context (*Objectives*)

WalkFree Pty Ltd (hereafter for the purpose of this policy called 'Atelier Hair' or 'the organisation').

Atelier Hair recognises the need to have a policy which guides employees as to the appropriate use of social networking sites in circumstances where employees are posting about Atelier Hair, or about employees or clients of Atelier Hair.

This policy also addresses the use of mobile telephones and other personal equipment during work hours.

2. Purpose

This policy applies to all employees, consultants and contractors of Atelier Hair and to any other person who is notified by Atelier Hair that this policy applies to them ("you").

This policy does not apply to your personal use of Social Networking Websites where you do not refer, directly or indirectly, to Atelier Hair or any employees, contractors, consultants or clients of Atelier Hair.

This policy also applies to Authorised Social Media Representatives, both in respect of personal and work use of Social Networking Websites.

3. Scope

This policy applies to all employees of Atelier Hair.

4. Information Security

Atelier Hair treats the security of its information assets and those of its employees very seriously. Atelier Hair aims to implement, develop and maintain systems including technology systems that ensure security and integrity of information through the use of compliant practices, quality management processes and longer term planning to eventually meet industry best practices and principles such as ISO/IEC 27001 international standard for Information Security.

Atelier Hair staff must always act in a manner which protects the privacy and confidentiality of its clients, staff and all related business information (as expressed in the Confidentiality Deed Poll signed at the commencement of employment).

5. Policy Detail

5.1 Comments about Atelier Hair

Social media presents a new and exciting way for Atelier Hair to keep in touch with its clients and the general public and to disseminate relevant information about the Salon.

Atelier Hair also encourages employees to positively contribute to its social media presence. However, it is important to ensure that your contributions accord with Atelier Hair's values and do not cause damage to the reputation of the Salon.

Statements made by you through social media have the potential to directly impact on clients' and the general public's perceptions of Atelier Hair. It is therefore important that you engage using social media in a way that reflects the behaviour and values that Atelier Hair requires from you in a normal work and business environment.

5.2 Authorised Social Media Representatives

Only Authorised Social Media Representatives are permitted to speak for or about Atelier Hair on a Social Networking Website.

Social media presents a new and exciting way for Atelier Hair to keep its clients and the general public informed about relevant information regarding the Salon and industry news.

To this end, Atelier Hair has developed an "Atelier Hair" page on Facebook and Instagram through which relevant information is intended to be disseminated to clients and the general public. From time to time Atelier Hair may set up dedicated pages, posts or forums on other Social Networking Websites.

Only Authorised Social Media Representatives are permitted to post on Atelier Hair's authorised social media pages, posts or forums on Social Networking Websites.

While Atelier Hair understands that individuals who are not Authorised Social Media Representatives might wish to post private opinions on any pages set up by Atelier Hair on Social Networking Websites, even the most well-intentioned post can unintentionally distort the corporate message that Atelier Hair is seeking to promote. It is therefore strictly prohibited for an individual who is not management/owners to post on such pages.

However, if you have a suggestion about relevant information or content that could be posted to an Atelier Hair page on a Social Networking Website, you are encouraged to let the Atelier Hair owners know.

5.3 Personal Use of Social Media

It is important to consider that, when you make a communication on a Social Networking Website, it cannot be uncommunicated. Accordingly, you should consider your use of privacy settings on Social Networking Websites where applicable.

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If you post or communicate about Atelier Hair on a Social Networking Website, and are not management/owners posting in his or her capacity as management/owners, you must not make any representations to the effect that you are authorised to speak on Atelier Hair's behalf. You must ensure that any content you publish is factually accurate and complies with the Salon's policies, particularly with regard to confidentiality.

If you have any doubts about whether or not posting information, comment/s or materials on any Social Networking Website would breach this Policy, you must refrain from posting that information, comment or material or should seek approval from management/owners before doing so.

Both during and outside working hours you are not permitted to post information, comments or materials on Social Networking Websites or send or transmit information, comments or materials using mobile telephones or other personal electronic equipment that:

- a) is **confidential information** belonging to Atelier Hair;
- b) could have the effect of damaging Atelier Hair's reputation or commercial interests or bringing Atelier Hair into disrepute;
- c) includes Atelier Hair's logos or trademarks; or
- d) is about employees, contractors, consultants or clients of Atelier Hair and is or may be construed as being defamatory, disrespectful, inappropriate or discriminatory or could cause upset, embarrassment or offence to a Atelier Hair employee, consultant, contractor or client. Such conduct may constitute bullying, harassment or discrimination and may give rise to breaches of the Atelier Hair Harassment and Bullying Policy.

5.4 Use of Electronic Equipment

During working hours (excluding authorised breaks) you are not permitted to use personal mobile telephones or other personal electronic equipment to transmit, send or review SMS messages or take photographs.

You are prohibited from posting or publishing photographs taken on Atelier Hair's premises or at Atelier Hair functions to Social Networking Websites, without our written permission.

5.5 Monitoring

To ensure that this Policy is complied with, Atelier Hair may monitor as it sees fit:

- your use of Atelier Hair's computer facilities, information systems and communication devices, whether during or outside work hours; and
- Social Networking Websites.

You should expect that all communications using Atelier Hair's computers or regarding work-related matters may be monitored.

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To avoid doubt, this clause does not create a positive obligation on Atelier Hair to monitor any IT system.

5.5 Issue Resolution

Were any issue may arise with a customer with respect to the processes set out in this policy, the matter should be referred to the salon owners when this is not able to be resolved at the time. All issues must be referred to the salon owners within a maximum of 24 hours. Where possible, these should be referred immediately either verbally, email or short message service (SMS). The staff member should make appropriate notes about the issue on the client record, or make an appropriate file note where this is not possible.

5.6 Policy Breaches

Compliance with this policy is mandatory. A worker found to be in breach of this policy may be subject to disciplinary action. In serious cases this may include termination of employment.

6. Accountabilities

Role	Accountability
Directors	<ul style="list-style-type: none"> Policy approval
Salon Manager	<ul style="list-style-type: none"> Annual policy review to ensure the policy is meeting its purpose, complies with legislative requirements and fits with organisational objectives. Ensure the policy is up to date and communicated to all staff
Staff	<ul style="list-style-type: none"> Ensure this policy is adhered to. Report any breaches of this policy Participate in the review of this policy

7. Issue

Issue Number	Policy Change Description
1.0	New Social Networking and Use of Personal Electronic Equipment Policy (staff)

8. Approval

Approved By:			
Signatures:	Jason Walker		Date:
	Ken Freedman		

9. Legislation

Title	
1.	<p>Privacy Act 1988</p> <p>The objects of this Act are:</p> <ul style="list-style-type: none"> (a) to promote the protection of the privacy of individuals; and (b) to recognise that the protection of the privacy of individuals is balanced with the interests of entities in carrying out their functions or activities; and (c) to provide the basis for nationally consistent regulation of privacy and the handling of personal information; and (d) to promote responsible and transparent handling of personal information by entities; and (e) to facilitate an efficient credit reporting system while ensuring that the privacy of individuals is respected; and (f) to facilitate the free flow of information across national borders while ensuring that the privacy of individuals is respected; and (g) to provide a means for individuals to complain about an alleged interference with their privacy; and (h) to implement Australia’s international obligation in relation to privacy.

10. Definitions

For the purposes of this document please see below technical definitions:

Reference	Definitions
Confidential Information	<p>“Confidential Information” includes information which Atelier Hair indicates is confidential, which might reasonably be considered confidential or which by its nature might reasonably be considered confidential (or to have been disclosed in confidence). It also includes information that relates to Atelier Hair’s clients, equipment, codes, passwords and similar information, trade secrets, intellectual property or other moral rights and all notes or other records incorporating these types of information. Confidential Information does not include information that is publicly available.</p>
Social Networking Website	<p>“Social Networking Website” includes, but is not limited to the following:</p> <ul style="list-style-type: none"> (1) social networking sites including but not limited to Facebook, Myspace, Twitter and Google+; (2) video and photo sharing websites e.g. Flickr, YouTube and Instagram; (3) professional networking sites such as LinkedIn; (4) weblogs, including corporate blogs, personal blogs or blogs hosted by media publications; (5) forums and discussion boards including but not limited

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Reference	Definitions
	<p>to Whirlpool, Yahoo! Groups or Google Groups;</p> <p>(6) online encyclopaedias such as Wikipedia; and</p> <p>(7) any other web sites that allow individual users or companies to use simple publishing tools.</p>