NORTH WEST TAEKWONDO

CORPORATE COMMUNICATIONS POLICY

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Related NWTKD Policies

Acceptable Use Policy

NWTKD Club Online Safety and Social Media Policy

Communication Guidelines (BTC Safeguarding Policy)

Cyber-Bullying Policy (BTC Safeguarding Policy)

Data Protection Policy

Code of Conduct and Ethics

1. PURPOSE

This Policy provides guidance on the standards for communications expected on the part of directors, staff and members of North West TaeKwonDo Association (NWTKD).

2. SCOPE

2.1. This policy applies to all individuals representing the NWTKD either directly as an employee or contractor (Third Parties), or as a member (for example as an instructor, coach or student within NWTKD), whether engaging or causing others to engage in communications in any media which may misrepresent or bring into disrepute NWTKD or its members. The aim of this policy is to assure that such practices are conducted in compliance with applicable laws, regulations, and best practice guidelines.

2.2. To the extent that laws and regulations' applicability are unclear, NWTKD will make reasonable judgments regarding applying existing print rules to social media forums and will conform to industry practices to the greatest extent possible.

2.3. NWTKD representatives working with Third Parties (e.g. Volunteers, Contractors) are responsible for assuring that Third Parties adhere to the principles of and are aware of this policy and will effectively monitor their activities whilst engaged in NWTKD-related activities. Third Parties may not undertake activities on behalf of NWTKD that NWTKD representatives are prohibited from undertaking.

3. GENERAL PRINCIPLES

3.1. For all official TaeKwonDo related activities NWTKD Instructors must only use approved and transparent communication methods. This applies to all communications channels inclusive of emails and social media. This is to ensure professional protections are in place, GDPR policy is followed and not to bring the Association into disrepute.

4. LEGAL CONSIDERATIONS

4.1 The Human Rights Act 1998 Article 8 gives a 'right to respect for private and family life, home and correspondence'. Case law suggests that employees have a reasonable expectation of privacy in the workplace.

4.2 General Data Protection Regulation (GDPR) as it applies in the UK, tailored by the Data Protection Act 2018.

• Data protection is about ensuring people can trust you to use their data fairly and responsibly.

• If you collect information about individuals for any reason other than your own personal, family or household purposes, you need to comply.

• The UK data protection regime is set out in the DPA 2018, along with the GDPR (which also forms part of UK law). It takes a flexible, risk-based approach which puts the onus on you to think about and justify how and why you use data.

• The ICO regulates data protection in the UK. They offer advice and guidance, promote good practice, carry out audits, consider complaints, monitor compliance and take enforcement action where appropriate.

5. METHODS OF COMMUNICATION

5.1 Trademarks and Logos

Where the intention is to use the NWTKD, NWTKD Member Clubs, NSPCC/CPSU Safeguarding, or any other related logos (e.g. club accreditation programmes), the Safeguarding Code in Martial Arts, etc., NWTKD Administration must approve such use in accordance with the Trademark and Logos Policy.

5.2 Letters

Only directors and staff conducting formal communications should use the official NWTKD letterheads relevant to their role and the purpose, e.g. NWTKD Administration, NWTKD Insurance, minutes, HR. NWTKD Members may, from time to time, request references or confirmations to be presented on a NWTKD letterhead; NWTKD Administration will assist.

5.3 Other documents

Unless authorised to do so, NWTKD members/Third Parties may not disclose any confidential or proprietary information of or about the NWTKD, NWTKD Member Clubs and Third Parties, its employees, affiliates, vendors, customers or suppliers, including, but not limited to, personal, business and financial information.

NWTKD members/Third Parties shall abide by the copyright and regulatory laws, to the extent necessary, obtaining permission to use or reproduce any copyrighted text, photo, graphics, video, research data and other material owned by others.

5.4 Emails

Emails to external recipients should include only those individuals external and internal who have a direct involvement in the matter; the subject should be clearly stated.

Language should be formal and appropriate, with acronyms explained in the first instance. Emails to internal recipients may be less formal and use terminology familiar to the audience. Emails should not include any commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. Violations of this policy may lead to disciplinary action and corrective action, up to and including expulsion from NWTKD or referral to the Authorities (e.g. Police or Social Care Departments) as deemed necessary. Emails should not be sent from Instructors personal email account.

5.5 Verbal

Formal or informal verbal communication (face-to-face, telephone, phone or video conferencing) with external and internal individuals or groups should observe the NWTKD Data Protection policy guidelines (including GDPR) and not include defamatory or discriminatory statements, racial slurs, sexual innuendoes, gossip and/or offensive, threatening, or false statements.

5.6 Social Media

The use of social networking sites such as Facebook, Snapchat, Twitter and WhatsApp is now commonplace as a communication tool for businesses, not just by young people and adults. These sites permit users to chat online, post pictures, blogs, etc through the creation of an online profile, which can be publicly available to all or restricted to an approved circle of electronic friends. You Tube and Google are platforms for uploading and viewing video clips, which with cameras and mobile phones is quick and easy to achieve. NWTKD is becoming more active in using Facebook to link to Member Clubs web sites, articles and videos, promoting events, showing photo ID of registered instructors and can potentially reach over 1,000 people.

NWTKD members/Third Parties may not use or disclose any Personally Identifiable Information of any kind on any social media without the express written permission of the individual and if deemed necessary NWTKD. Even if an individual is not identifiable by name within the information to be used or disclosed, if there is reasonable basis to believe that the person could still be identified from that information, then its use or disclosure could constitute a violation of General Data Protection Regulations (GDPR).

Posts should not include any commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment. Violations of this policy may lead to disciplinary action and corrective action, up to and including expulsion from NWTKD or referral to the Authorities (e.g. Police or Social Care Departments) as deemed necessary.

5.6.1 Review of social media proposals and content to be published on social media forums

For promotional uses of social media related to any approved product(s) marketed by NWTKD, NWTKD Administration should approve such use.

For all other uses of social media for which NWTKD members/Third Parties may establish or contribute specific content to a social media forum which can be directly identified as NWTKD, NWTKD Administration should be informed.

Links from online social media forums controlled by NWTKD to third-party web sites must be clearly identified or labelled as such, and users notified that they are leaving a NWTKD site for a web site for which NWTKD is not responsible. All sites linked or referred to must be appropriate for the intended audience, and all content of such sites must comply with all applicable laws, this policy, and the NWTKD Code of Conduct.

Certain social media functions allow users to e-mail, forward, or recommend content to others. NWTKD members and Third Parties should abide by the spirit of this policy when using such functions, for example Re-Tweeting, Sharing or Tagging activities.

Any content for social media forums originating from NWTKD members/Third Parties must endeavour to disable the editing function so that third-parties may not selectively share or post content elsewhere on the internet. If the editing function cannot be disabled, then NWTKD members/Third Parties should consider not using these forums.

If an individual from the NWTKD members/Third Parties sees content on the Internet that he or she believes warrants attention by NWTKD (such as potential slanderous/libellous comments pertaining to the NWTKD or an individual in a NWTKD Member Club) they should send this information to NWTKD Administration and should refrain from engaging in discussion or responding.

5.6.2 Content published to social media forums on behalf of NWTKD

If NWTKD source content is published to social media forums by individuals within NWTKD, NWTKD Member Clubs or Third Parties they must identify NWTKD as the source of the content.

If claims or representations about the NWTKD appear on social media forums controlled by third parties that the NWTKD may edit (e.g., Wikipedia). Edited content must prominently disclose that NWTKD edited the claim or representation and such edits must be made in accordance with this policy.

5.6.3 Social Media Functionality – Tagging, Ratings, and Portable Content

All tags visible to the general public on third-party websites or content pertaining to NWTKD members and Third Parties should be in line with this policy, the NWTKD Acceptable Use policy and the NWTKD Code of Conduct. If determined to be inappropriate, tags should be removed if possible.

The NWTKD members and Third Parties shall be mindful of potential adverse consequences of portability when reviewing such content for posting. For example, if a promotional product video could be cut in a way that failed to include risk information, the risk information should be interspersed with other video content to avoid that outcome.

All the above media are employed within NWTKD activities and, along with the benefits, risks are attached. Should an individual representing NWTKD engage in activities that contravene this or related policies, NWTKD will implement disciplinary procedures as outlined in the Disciplinary Policy.

5.7 Texts and Direct Messaging

Texts and Direct Messaging should be used as a secondary messaging function as they have no oversight. There is to be no official group messaging from the club instructor (e.g. WhatsApp groups). Approval texts/WhatsApp Messages may be sent for emergencies or timely communications. For example, class is cancelled at short notice.

6. REPRESENTING NWTKD

If a NWTKD representative is asked to respond to questions about the NWTKD, NWTKD Administration or an individual within a NWTKD Member Club or Third Parties, they must not respond unless they receive express authorisation to do so from NWTKD Administration.