Document Type	Policy
Document Name	POL007-Communications and Information Technology
Document Owner	Group Program & ICT Manager
Document Approver	Board of Directors
Review Frequency	2 years
Last Review Date	28.08.2025

COMMUNICATIONS AND INFORMATION TECHNOLOGY POLICY

Purpose

All internal and external communications, marketing and use of information technology must reinforce Zeal Futures leadership, reputation and values. Communications and Information Technology (CIT) serve as mediums to inform, influence and positively project the organisation, while supporting secure, ethical, and lawful use of digital systems, including artificial intelligence (AI).

Scope

This policy applies to all Zeal Futures employees, apprentices, trainees, learners and other authorised third-party stakeholders when their work or study falls within the policy's scope. This policy applies to all internal and external CIT platforms, devices, systems, and technologies, including Artificial Intelligence systems used within Zeal Futures.

Responsibilities

The Chief Executive Officer is responsible for public-facing communications and policy implementation.. The Group Program & ICT Manager is responsible for IT governance, AI ethics, and CIT security. All employees, learners, contractors and visitors are responsible for compliance with this policy and associated procedures, including POL017 – Ethical Artificial Intelligence Policy and PRO036 – CIT Procedure.

Document Owner

Group Program and ICT Manager

Policy

Marketing and Advertising

Zeal Futures brand, profile and image as a market leader in the group training and registered training fields, will be maintained and enhanced through media and marketing engagement on a local, regional, state and national level. This will include use of television, radio, press, website, social media, corporate marketing, promotional materials, publications and sponsorships. All content will be WHS compliant.

Marketing and advertising plans and materials must be accurate, ethical and consistent, demonstrating proper management of key stakeholder relationships and compliance with permissions, conditions and copyright requirements..

Media inquiries are to be directed to the CEO, who serves as the public spokesperson. Public representation may also be undertaken by the Chairman, Executive Director or Marketing & Communications Manager, or other delegated, personnel, to ensure Zeal Futures is properly and accurately represented in both traditional and social media.

Internet and Email

Employees are provided with internet and email access for business purposes. These systems are company-owned and must be used in accordance with Zeal Futures policies. Use of the internet and email is subject to monitoring and must comply with all organisational expectations around professional conduct, data privacy, and cybersecurity.

Learners are expected to use their own email addresses, either personal or those provided by their host employer, for learning-related communications. As such, staff must ensure appropriate safeguards are in place when corresponding with learners via email. No sensitive, personal, or proprietary information should be transmitted unless secure and consent-based communication practices are followed.

The transmission of third-party personal data via email or internet services is not permitted. All users must observe copyright, intellectual property rights, and relevant data protection obligations. Internet and email services must not be used for illegal, unethical, or inappropriate purposes.

Social Media

Zeal Futures employees and learners must uphold high ethical standards in their use of social media. All online engagement should reflect professionalism, transparency, and respect. While Zeal Futures recognises that social media is a tool for advocacy and self-expression, users must ensure their interactions do not bring the organisation, its staff, or clients into disrepute. **Refer to the MINI GUIDE** – LinkedIn for Zeal Futures Staff for specific platform-related guidance.

Artificial Intelligence (AI) Use

This policy governs the use of Artificial Intelligence (AI) specifically in the context of communication and information technology (CIT) systems, platforms, and activities at Zeal Futures. All AI use related to CIT must comply with the requirements outlined here, in addition to the broader ethical principles detailed in **POL017 – Ethical Artificial Intelligence Policy.**

AI tools may be used to assist with internal communication and content generation (e.g., drafting internal emails, templates, or reports), provided that no personal, sensitive, confidential, or proprietary information is entered into AI systems. This includes, but is not limited to, information protected under the Privacy Act 1988. AI-generated content must not be shared externally without prior approval from a member of the Executive Team.

Employees must complete AI Readiness and Ethics Training prior to using AI technologies in their work. Human oversight is required to verify the accuracy, fairness, and appropriateness of AI-generated outputs, particularly when used to support decisions or communications.

Devices

Devices provided by Zeal Futures remain the property of the organisation and must be used responsibly. Employees and learners are responsible for appropriate care and handling of equipment. Where location tracking functionality exists, it may be activated. CIT tools may be used to monitor asset locations and staff activity during business hours in accordance with relevant procedures.

Data Breaches

Zeal Futures maintains a robust approach to preventing data breaches using secure firewalls, antivirus software, user access controls, detection and response services, backups, and disaster recovery protocols. In the event of an eligible data breach, the organisation will assess the risk, notify the Office of the Australian Information Commissioner (OAIC) where required, and inform affected individuals. All data management practices must comply with the Zeal Futures Privacy Policy.

Definitions

CIT is Communications and Information Technology covering, but not limited to web, intranet, email, internet, extranet and/or social media.

CIT devices include but are not limited to laptops, desktop computers, phones and other mobile devices.

AI is technology that simulates human intelligence processes (e.g., learning, reasoning, decision-making).

Ethical AI is the development and deployment of AI in a fair, transparent and values aligned manner.

RTO is Registered Training Organisation

GTO is Group Training Organisation

Related Documents

Communications and Information Technology Procedure

Advertising Procedure

Privacy Policy

Ethical Artificial Intelligence Policy - POL017

Due consideration has been given to legislation that may have been pertinent in the development of this policy. The relevant components have been incorporated and are again considered when conducting the policy review process.

Document History

Version	Prepared By	Approved By	Date	Description
1.0	L. Steel	Board of Directors	20.07.2023	Reviewed
2.0	L. Steel	Board of Directors	28.08.2025	Updated