

COMMUNICATIONS AND INFORMATION TECHNOLOGY POLICY

Purpose

All internal and external communications and marketing and use of information technology will reinforce Zeal Futures leadership and reputation. All Communications and Information Technology (CIT) will act as mediums to inform, influence and positively project the organisation, its goals and values.

Scope

This policy applies to all Zeal Futures employees, apprentices, trainees, learners and other third party stakeholders with authorisation when their work or study falls within the policy's scope. This policy applies to all internal and external CIT.

Responsibilities

The Chief Executive Officer is responsible for the implementation of this policy. All employees, learners, contractors and visitors are responsible for co-operating with this policy and associated procedures.

Document Owner

Group Program and IT 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. Zeal Futures will achieve this through television, radio, press, website, social media, corporate marketing, promotional materials, publications and sponsorships. All content to be included in this material will be WHS compliant.

The whole of company's marketing and advertising plans and/or materials shall be accurate, ethical and consistent and will define how key stakeholder relationships are managed and demonstrate that permissions, conditions and copyright requirements have been met.

All media matters will be attended to in the first instance by the CEO who will be the public face of Zeal Futures. The Chairman, Executive Director and Marketing & Communications Manager are authorised to represent Zeal Futures publicly, or others as appropriately delegated authorities to ensure Zeal Futures is properly and accurately represented in both traditional and social media.

Internet and Email

Zeal Futures employees and learners are provided with internet and email access for business and learning purposes. The transmission of personal third party data is not permitted. Copyright and intellectual property rights are observed.

Company internet and email privileges such as computer systems and networks are company resources and are to be used for company business purposes. The distribution of any information through the internet, computer-based services, email and messaging systems is subject to the scrutiny of Zeal Futures. The internet is not to be used for illegal, immoral, or unacceptable use.

Social Media

Zeal Futures employees and learners will uphold high ethical standards through best practice behavior and use social media with respect, integrity, transparency and honesty. Active social media interaction by employees is regarded as a medium of advocacy and self-expression, however, employees should always ensure that their social media engagement does not bring Zeal Futures, its employees or clients into disrepute.

Devices

Zeal Futures employees and learners who are provided with IT devices for business purposes are responsible for appropriate use and care of such devices. Where devices include location technology this functionality will be activated. Zeal Futures may use Communications and Information Technology in respect to any devices provided by the company to monitor the activities of employees and learners during business hours and to monitor and locate company assets.

Data Breaches

In line with the Zeal Futures Privacy Policy, the Company takes many pre-emptive steps to prevent a data breach through the use of but not limited to a secure firewall, antivirus and antispam, restricting administrative and access privileges, backups and disaster recovery plan. Where an eligible data breach is suspected or believed to have occurred, Zeal Futures will carry out a risk assessment, notify OAIC and contact all affected individuals directly or indirectly.

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 desktop, phones and mobile devices.

RTO is Registered Training Organisation

GTO is Group Training Organisation

Related Documents

[Communications and Information Technology Procedure](#)

[Advertising Procedure](#)

[Zeal Futures Privacy Policy](#)

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