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Social Media Policy

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POLICY STATEMENT

Kernock Park Plants Ltd has a requirement to protect its information assets, to safeguard its customers, intellectual property and reputation. The use of social media systems is increasingly prevalent in the enterprise and Kernock Park Plants Ltd supports the use of this technology.

The definition of social media is very broad, given the increasing tendency to integrate such technology in to conventional, broadly used applications like email. Social media does however represent a significant risk to information security, being both a heavily targeted resource for malware/hacking and a place where corporate data is inadvertently leaked. This document outlines a set of practices and requirements for the safe use of social media.

PURPOSE

This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, email, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

SCOPE

All social media sites or applications used by employees or contractors at the premises of Kernock Park Plants Ltd, with Kernock Park Plants Ltd's equipment or representing Kernock Park Plants Ltd more generally.

This policy is not concerned with productivity concerns of social media; its sole focus is the secure use of such sites and systems.

This policy applies to all social media technology including but not limited to blogs, wikis, microblogs, message boards, email, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

ETHICS AND ACCEPTABLE USE POLICIES

Kernock Park Plants Ltd expects that all employees conduct themselves in a professional and ethical manner.

An employee should not conduct business that is unethical or illegal in any way, nor should an employee influence other employees to act unethically or illegally. Furthermore, an employee should report any dishonest activities or damaging conduct to Julian Cooper or an appropriate supervisor.

Security of company information is extremely important to our business. We are trusted by our customers to protect sensitive information that may be supplied while conducting business.

Disclosure of sensitive information about Kernock Park Plants Ltd or our customers to outside resources that do not have a need to know such information is strictly forbidden.

DISCIPLINARY ACTION

An employee's failure to comply with the standards and policies set forth in this document may result in disciplinary action up to and including termination of employment.

PROCEDURES

The following principles apply to professional use of social media on behalf of Kernock Park Plants Ltd as well as personal use of social media when referencing Kernock Park Plants Ltd or where content can be viewed by Kernock Park Plants Ltd's customers, suppliers or employees.

Employees need to know and adhere to the of Kernock Park Plants Ltd's Code of Conduct, Employee Handbook, and other company policies when using social media in reference to Kernock Park Plants Ltd.

Employees should be aware of the effect their actions may have on their images, as well as Kernock Park Plants Ltd's image. The information that employees post or publish may be public information for a long time.

Employees should be aware that Kernock Park Plants Ltd may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Kernock Park Plants Ltd, its employees customers or suppliers.

Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.

Employees are prohibited from publishing, posting or releasing any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their supervisor.

Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to an authorised Kernock Park Plants Ltd spokesperson.

If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

Employees should get appropriate permission before referring to or posting images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

Social media use shouldn't interfere with employee's responsibilities at Kernock Park Plants Ltd. Kernock Park Plants Ltd's computer systems are to be used for business purposes only. When using Kernock Park Plants Ltd's computer systems, use of social media for business purposes is permitted but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

Subject to applicable law, after hours online activity that violates Kernock Park Plants Ltd's Code of Conduct or any other company policy may subject an employee to disciplinary action or termination.

If employees publish content after hours that involves work or subjects associated with Kernock Park Plants Ltd, a disclaimer should be used, such as: "The postings on this site are my own and may not represent Kernock Park Plants Ltd's positions, strategies or opinions."

It is highly recommended that employees keep Kernock Park Plants Ltd related social media accounts separate from personal accounts, if practical to do so.

DATA SECURITY

Information published to systems in scope must be in compliance with Kernock Park Plants Ltd's privacy and confidentiality policy and Data Security Policy.

Information published by an individual on behalf of Kernock Park Plants Ltd must be disclosed and disclaimed within the guidelines provided by the privacy and confidentiality policy.

In the event that a leakage or breach occurs via systems in scope, the user must report the incident in alignment with Kernock Park Plants Ltd's incident handling process.

The user must use a secure password for social media systems, in compliance with Kernock Park Plants Ltd's password policy. This password must not be the same as any credentials used within the enterprise.

The user must follow best practice for configuration of social media permissions – where available, using controls to sensibly restrict access to information.

Users accessing social media systems must do so with a compliant system, specifically:

Running up to date enterprise standard anti-malware technology

- Patched and up to date, both the operating system but particularly the browser and associated applications like Flash or PDF applications.
- Using a corporate support browser, specifically 'X/Y/Z'.
- The system must pass through a web security system, providing content filtering for malicious content and blocking of known bad sites.

Use of social media systems will be monitored by Kernock Park Plants Ltd ICT to protect against the loss of data. Traffic, files and content will be inspected in accordance with Kernock Park Plants Ltd's data protection policy.

Endpoint technology may be used to monitor the upload of data to social media sites, identifying potentially sensitive data as per Kernock Park Plants Ltd's policy. Such data will be identified and the user requested to make a decision as to whether the action is in compliance with the policy. This technical control will be performed at the device level (as a priority over network) to avoid problems with scanning encrypted content or when users are roaming.

REPORTING REQUIREMENTS

The user has responsibility to notify Kernock Park Plants Ltd's ICT Manager in the event of a breach, or if they have concerns that they are not in accord with this policy. This social media policy is supported by other operational and information security policies which are tracked as health metrics by Kernock Park Plants Ltd ICT.