

Use of Communications Policy

About us

The Adsum Foundation was established in 2008 to support communities in the developing world, with our sole focus within Madagascar. We deliver projects in the areas of education, WASH, sustainable livelihoods and health.

Purpose of our Use of Communications Policy

This policy is to be regarded as a code of conduct on e-mail and internet usage, on contact with the media and all aspects of communication. It applies to all employees, volunteers, and trustees of Adsum Foundation. In adhering to this policy, all employees and volunteers must ensure that the charity's email and internet system is used legally, securely, and effectively.

Communication

Written communication

All internal and external written communication should be professional, polite and spell checked.

Internet use

Any person who experiences problems concerning abuse of the electronic communication facility should in the first instance approach their line manager. Although e-mail and the internet are intended for work and not personal use, the organisation accepts that it may be used for limited and appropriate personal communication providing its use is kept to a necessary minimum, and that personal use never affects an individual's or the organisation's work and that its use does not bring Adsum Foundation into disrepute.

Specific activities involving the use of our systems, including email and/or the internet are prohibited by the charity and by law in some cases. These include:

- viewing, accessing, creating, transmitting, or storing offensive, obscene, indecent, or pornographic material (visual or written) at any time or under any circumstance.
- Obscene or offensive screen savers.
- Viewing, accessing, creating, or transmitting material that may be regarded as offensive or harassment.
- Accessing gambling websites.
- Creating or transmitting chain letters.
- Illegally downloading music, films and other audio-visual files.
- Unauthorized use of others' passwords, or user-names.
- Sending information or communications that could be considered libelous, threatening, or abusive.
- Any unlawful purpose including sending of copyrighted material & hacking.

This policy applies to notebooks and other portable equipment which is the property of the organisation, including mobile phones and text messaging. It also applies to all data accessed via the Adsum Foundation network regardless of device ownership.

The above list is not exhaustive. Depending on the circumstances of each case, any use of Information Technology deemed to be unauthorised, to bring the charity into disrepute, or deemed to be in any way unwelcomed by the charity will result in disciplinary action, and in some cases summary dismissal. Misuse amounting to criminal conduct will be reported to the police.

E-mail

Adopt a professional tone and observe appropriate etiquette when communicating with third parties by e-mail. You should also include our standard e-mail signature and disclaimer.

Remember that e-mails can be used in legal proceedings and that even deleted e-mails may remain on the system and be capable of being retrieved.

You must not send abusive, obscene, discriminatory, racist, harassing, derogatory, defamatory, pornographic, or otherwise inappropriate e-mails.

You should not:

- send or forward private e-mails at work which you would not want a third party to read.
- Send or forward chain mail, junk mail, cartoons, jokes, or gossip.
- Contribute to system congestion by sending trivial messages or unnecessarily copying or forwarding e-mails to others who do not have a real need to receive them.
- Send messages from another person's e-mail address (unless authorised) or under an assumed name.

Contacts with the media (Press, Radio, TV)

The press, TV and radio can be powerful friends for organisations and the people we exist to help. They may however have their own agenda which could conflict with our own. For this reason, we need to handle our contacts with the media with great care.

All media enquiries must be referred to the Director. They may delegate the responsibility for responding to media enquiries to another staff member, or trustee, in specific circumstances, such as absence on holiday.

Press Releases

Where Adsum Foundation has an agreed view on an issue and wishes to use the press to publicise it, or help in campaigning on it, it is advisable to prepare a press release. A press release is also a helpful way of keeping the press informed of the opening of new projects, or other achievements. Such prepared statements for the press must be approved by the authorised member of staff before release.

Social Media

All communications on either the organisation's page, or via private messaging should be professional and appropriate. When on social media you are the organisation and therefore should behave as such. The liking, sharing, following, or creating of inappropriate content will result in disciplinary action being taken.

ICT Systems

In the event of an error or fault with a piece of ICT equipment or software, the issue should be reported to your line manager, who will then follow the matter up with their manager, or with the designated IT specialists.

Equipment Security and Passwords

You are responsible for the security of the equipment allocated to or used by you, and you must not allow it to be used by anyone other than in accordance with this policy. You should use passwords on all IT equipment, particularly items that you take out of the office. You should keep your passwords confidential and change them regularly.

You must only log on to our systems using your own username and password. You must not use another person's username and password, or allow anyone else to log on using your username and password.

If you are away from your desk, you should log out, or lock your computer. You must log out and shut down your computer at the end of each working day.

Systems and Data Security

You should not delete, destroy, or modify existing systems, programs, information, or data (except as authorised in the proper performance of your duties).

You must not download or install software from external sources without authorisation from your manager. Downloading unauthorised software may interfere with our systems and may introduce viruses, or other malware.

You must not attach any device or equipment including mobile phones, tablet computers, or USB storage devices to our systems without authorisation from your manager.

Inform your manager immediately if you suspect your computer may have a virus.

This is the Use of Communications Policy of the Adsum Foundation. It will be reviewed and updated, if required, at a minimum every three years; the next review is due June 2026.

A handwritten signature in cursive script, appearing to read "Gavin Kneeger".

Signed:

Position: Director

A handwritten signature in cursive script, appearing to read "Emma Johnston".

Signed:

Position: Grants & Partnerships Manager