



Sample Data Privacy and Security Policies

[Company]’s Online Use and Interaction Policy: Social Networking and Blogging

Over the past few years, technology has moved with lightening speed to change the way individuals and businesses communicate with one another. While email continues to be a primary source of communication, blogging and on-line networking have become common place.

The rate at which these new technologies and applications are changing presents a challenge for employers to update their policies and procedures for each new technology, application or social environment that employees use. For this reason, this company policy intends to establish a set of rules and guidelines for all “online social media,” (which includes, without limitation, email, social networking, blogs, bulletin boards, and so on), and that are adaptable to the changes in technology and norms of online communication and behavior.

- **Exercise responsibility online.** You are personally responsible for any of your online social media activity conducted with a Company email address or on a Company website or page (such as Company’s Facebook site), and/or which can be traced back to a Company domain, and/or which uses Company assets, such as any Company information system or electronic equipment.

If you mention Company in a blog or elsewhere in online social media, or it is reasonably clear you are referring to Company or a position taken by Company, and also express a political opinion or an opinion regarding the Company’s positions or actions, the post must specifically note that the opinion expressed is your personal opinion and not the Company’s position. This is necessary to preserve the Company’s good will in the marketplace.

Consider also expanding on the following concepts:

- **Observe and follow (i) existing Company policy and agreements, such as our Employee Handbook and your Employment Agreement with the company, (ii) the policies of the particular online/social networking venue, and (iii) applicable law.**
- **Be respectful and maintain the privacy and confidentiality of personal information and sensitive company data.**
- **Use your true identity.**
- **Manage your expectation of privacy.**
- **Interact on your time.**
- **Think before doing and, if unsure . . . ASK!**



- Endorsement of Company products and services.
- Avoid personal attacks, online fights, and hostile personalities.
- Identify any copyrighted or borrowed material with citations and links.
- Don't talk to strangers or intrude upon friends!