

## EAZI-BUSINESS CONTACT DETAILS POLICY

Social media and the internet are essential tools in your business. However, the use of them must be within strict parameters and controls to protect the entire network and the brand names. This policy applies to the use of internet, websites, emails, social media and your business contact details. In this policy, for simplicity, “contact details” includes domain names, email addresses, VOIP names, social media names, pages or groups, telephone numbers and any other contact details that are specific to your licensed business or that refer to any of our brands, in each case whether set up by us or by you or anyone else. It does not refer to your personal or business contact details that do not relate to any of our brands nor to your licensed business.

### Use of Contact Details

Any use of your contact details reflects on the brand. You are free to have other contact details outside of the licensed business or for personal use. No such other contact details may refer to any part of any of our brand names or indicate that they are linked to or associated with the business.

You may not allow anyone else to use any of your contact details without our prior written consent. If you have employees, they count as “you” for this purpose, but you are responsible for their use of the contact details. Remember that you have a legal obligation to get a non-disclosure agreement in our favour from each of your personnel or service providers, whether employed or not.

You must not use your business contact details for any purpose other than the licensed business or in any unauthorised manner. If in doubt, please check with us.

When sending letters, emails or electronic messages about the licensed business, you must always use authorised footers. These must comply with all legislation and with your network member agreement. Amongst other things these require you to identify your legal entity and clarify your status as a licensed network member (see wording provided).

### Websites, Social Media Pages, Voice -Over-IP (VOIP) and Domain Names

We will organise any international central website or social media pages for the business (if any) or for head office business and licensee opportunities.

You must not set up any website or register any domain name, social media page or name, VOIP name or other contact details that imply or state that they are linked to or associated with our business or any of our brands without our prior consent. We will provide or authorise and liaise with you in relation to any templates for your own authorised client-facing website, sub-website or social media pages (in each case, if any) for your licensee business. You must not otherwise offer services related to the business nor advertise your business on the internet (including on your own

or any other website or social media page or group) in each case unless you have our prior consent, which may be subject to conditions or refused for any reason. We will liaise with you in relation to authorised pages (if any) for your licensee business. All domain names, social media pages and websites referring to any of our brands must be registered to us or if not possible, may (with our consent) be registered to you but with a legally effective document to transfer them to us on termination of your licence.

## Internet

The use of the internet on your business computer must be carefully controlled. You must comply with all applicable legislation. You may not use the internet on any electronic devices (including computers, phones, tablets and laptops as examples only) that are used in your licensed business to view or register for or download any material that could reflect on any of our brands in an adverse manner, including for example pornographic material, abusive material, political material. You should also be aware when viewing or downloading material from the internet of the danger of viruses, trojan horses, worms and other risks to your computer and therefore to your business.

You must not offer your licensed business for sale, nor use any of our brand names or logos online, without our consent. You may not, in each case unless with our prior consent, use or register any of your contact details for any purpose not connected with the business nor use them in chat rooms, message boards, forums, groups, social media or anywhere else that can be viewed by others.

## Emails, Chat Messages and Text Messages

Emails or electronic messages related to the licensed business should be treated in a similar manner to letters (for example in relation to style, grammar and spelling) and must be filed or stored. Manuals, resources, templates, legal documents or other highly **confidential information must never be sent electronically** by email or otherwise unless with our explicit prior consent.

You must control receipt of emails and messages for example by giving to personal contacts only your personal contact details and telling them that your business contact details are not to be used for any purposes outside the business. You may not send or intentionally receive emails or messages from your business contact details for any purpose other than communication with actual or potential clients or suppliers, us or network members, and genuine business contacts in each case only for business purposes. As examples, this must not include anything that is:

- Personal (any communication unrelated to your business including jokes)
- Offensive, pornographic, harassing, discriminatory, obscene, libellous or threatening
- Negative or inflammatory messages about us, the business or any network members
- Chain emails or messages and other unsolicited emails or messages
- Illegal (including any emails or messages that may violate copyright laws)

## **Security**

You must take measures to protect your information and devices used in your licensed business, including reasonable information security and cyber security implementation. You must as a minimum comply with our central policies on these topics, if any.

You must protect the privacy of your contact details by ensuring that access to electronic contact details are protected by a password or other access controls and that emails and online tools and admin panels can only be accessed within your business by you and (if applicable) your assistant. Caution should be taken to ensure that messages are correctly addressed to the appropriate recipient. You must protect carefully the privacy and confidentiality of us and any other licensees in the Eazi-Business network, actual and potential clients, employees and suppliers.

Where material is sensitive or confidential, consider communication method because unencrypted emails, social media messaging or VOIP transmissions can be more at risk from third parties including computer hackers. Chat, VOIP or text messages are not appropriate for sensitive or confidential material, or where a record needs to be kept. Remember your obligations under legal agreements such as your confidentiality agreement and network member agreement. You may not email or transmit any of our material or confidential information to anyone else for any reason unless in accordance with your network member agreement and non-disclosure agreement.

## **Compliance with Legislation and with Our Other Policies**

Remember also to comply with any of our other policies and with your network member agreement. It is also vital to comply with all applicable legislation such as data protection and privacy legislation, consumer protection legislation, business related legislation (which includes requirements to identify yourself legally and correctly) cookie controls, anti-discrimination legislation and so on. If in doubt over any of this, please check with your business lawyer or with us for our own policies and standards.

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