



Ideal Cleaning Services Limited Social Media Policy Statement

Ideal Cleaning Services Limited appreciates the benefits and opportunities social media can bring and respects employees' online social networking and personal internet use. While social media can be used to share news, information and successes, your online presence can affect the company as your words, images, posts, and comments can reflect or be attributed to Ideal Cleaning Services Limited.

As an employee, you should be mindful to use electronic media, even on your own personal time, responsibly and respectfully to others and not conduct any form of harassment online or offline. Because employees' online comments and postings can impact Ideal Cleaning Services Limited and/or the way employees are spending their time at work, we have adopted the following guidelines that employees must observe when participating in social networking sites and/or engaging in other forms of Internet use on and off duty.

Definition of social media

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn and blogs and video- and image-sharing websites such as YouTube, TikTok and Flickr.

Use of social media at work

Employees are allowed to access social media websites from the company's computers/devices or their own devices (e.g., mobile phones/tablets) at certain times (provided they are not undertaking overtime). Employees must limit their use of social media to their official rest breaks such as their lunch break/times when they are between jobs.

You are bound by the confidentiality clause in your contract of employment, even after your employment with us has ended, to not disclose or misuse any confidential information regarding Ideal Cleaning Services Limited, its clients, suppliers or employees, or to turn such confidential information to your own account, or to give or agree to give any press interview, publish any article or give any lecture, which would give details of the company's business without first obtaining permission in writing from a Company Director.

For this purpose, 'confidential information' includes, but is not limited to, financial, trading, or operational information, including particulars of processes, designs, products, and statistics in relation to the company, or the company's customers, suppliers, agents, or personnel, so far as it has come to the employee's knowledge by reason of their employment and is not in the public domain.

Excessive use of social media at work

Employees should not spend an excessive amount of time while at work using social media websites. They should ensure that use of social media does not interfere with their other duties or have a detrimental effect on their productivity.

Monitoring use of social media during work time

The company reserves the right to monitor employees' internet usage, and to monitor and access any information or data that is created or stored using Ideal Cleaning Services Limited technology, equipment, or electronic systems, including without limitation, e-mails, internet usage, hard drives and other stored, transmitted or received information. We will endeavour to inform an affected employee when this is to happen and the reasons for it, but employees should have no expectation of privacy in any information or data placed on any Ideal Cleaning Services Limited computer or computer-related system, or viewed, created, sent, received or stored on any Ideal Cleaning Services Limited computer or computer-related system, including, without limitation, electronic communications or internet usage. The company considers that valid reasons for the above include suspicions that the employee has:

- been using social media websites when he/she should be working; or
- acted in a way that is in breach of the rules set out in this policy.

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We reserve the right to retain information gathered on employees' internet use for a period of one year.

Access to particular social media websites may be withdrawn in any case of misuse.

Social media in your personal life

The company recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of Ideal Cleaning Services Limited, employees must be aware that they can damage the company if they are recognised as being one of our employees.

Employees are allowed to say that they work for the company, which recognises that it is natural for its staff sometimes to want to discuss their work on social media. However, the employee's online profile (for example, the name of a blog or a Twitter name) must not contain the company's name.

If employees do discuss their work on social media (for example, giving opinions on their specialism or the sector in which the company operates), they must include on their profile a statement along the following lines: "The views I express here are mine alone and do not necessarily reflect the views of my employer."

Any communications that employees make in a personal capacity through social media must not:

- bring the company into disrepute, or post/communicate any disparaging information or anything that may harm the image or reputation of Ideal Cleaning Services Limited for example by:
 - criticising or arguing with customers, colleagues, or rivals,
 - making defamatory comments about individuals or other company's or groups, or
 - posting images that are inappropriate or links to inappropriate content.
- breach confidentiality, for example by:
 - revealing trade secrets or information owned by the company,
 - giving away confidential or private information about an individual (such as a colleague or customer contact) or company (such as a rival business),
 - giving away intellectual property of Ideal Cleaning Services Limited or its clients, suppliers or employees obtained during your employment, including information relating to finances, research, development, marketing, customers, operational methods, plans and policies, or
 - discussing the company's internal workings (such as deals being done with a customer/client or future business plans that have not been communicated to the public).
- breach copyright, for example by:
 - using someone else's images or written content without permission,
 - failing to acknowledge where permission has been given to reproduce something.
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age,
 - using social media to bully another individual (such as an employee of the company), or
 - posting images that are discriminatory or offensive [or links to such content].

Disciplinary action over social media use

All employees are required to adhere to this policy, which applies regardless of where or when employees post or communicate information online. It applies to posting and online activity at work, home, or other location and while on duty and off duty.

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It shall be considered a breach of acceptable employee conduct to post on any public or private website or other forum, including but not limited to discussion lists, newsgroups, blogs, information sharing sites, social media sites, social or business networking sites such as LinkedIn, Facebook, chat rooms, telephone-based group communications such as Twitter, or any other electronic or print communication format, any content that is in breach of the rules listed above.

Any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents of bullying of colleagues or social media activity causing serious damage to the company, may constitute gross misconduct and lead to summary dismissal.

For and on behalf of Ideal Cleaning Services Limited

CHRISTOPHER DRING
Group Managing Director

Reviewed 09-2023

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