

Electronic Media Policy

Scope

This Policy applies to all students enrolled with the Kaplan Business School Pty Ltd, (referred to here as “Kaplan”).

The purpose of this policy is to provide guidance about the use of social media, email, the Internet and similar media in existence or developed from time to time (“**Electronic Media**”) by students of Kaplan’s community and their rights and responsibilities.

All members of Kaplan’s community are expected to show courtesy and respect to others and should not use Electronic Media to abuse, harass or offend anyone. Electronic Media should not be used to damage the reputation of Kaplan.

Purpose

Kaplan acknowledges the rapidly growing use of Electronic Media (including social media, emails and the Internet) by students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating, and promoting Kaplan.

The purpose of this policy is to ensure students understand the requirements of Kaplan on how to use Electronic Media in an ethical, fair and law-abiding way, both as a student with Kaplan and in a personal capacity, and to make users aware of what Kaplan deems as acceptable and unacceptable use of its systems.

Guiding Principles

This policy is supported by the following guiding principles:

- that, as much as possible, content and genuine conversation on Electronic Media is allowed to continue without interruption from Kaplan;
- the use of Electronic Media is consistent with Kaplan’s Student Code of Practice, policies and procedures (to be found at following link <https://www.kbs.edu.au/current-students/school-policies/>);
- Kaplan’s reputation and that of its staff and students is enhanced and not compromised through the use of Electronic Media; and
- Kaplan’s legal obligations are not compromised through the use of Electronic Media.

Legal Requirements

It is important to remember that the same laws that apply generally will also apply online. In the same way, the usual common courtesies and behaviour also applies online. Students must abide by the relevant laws, policies and procedures when using Electronic Media.

Students are personally accountable and liable for everything they upload online and following any breach Kaplan will not assist and will disassociate itself from the user as far as legally possible.

Social Media

Social media users must ensure that their use is respectful to Kaplan and members of Kaplan's community and in accordance with Kaplan's Code of Practice.

Email

Although by its nature, email tends to be less formal than other written communication, the same laws apply. Therefore, it is important that users are aware of the legal risks of email, including:

- if you send or forward emails with any libelous, defamatory, offensive, racist or obscene remarks, you can be held liable; and
- if you unlawfully forward or copy material subject to copyright without permission, you can be held liable for copyright infringement.

Internet

Students may use Kaplan's Internet service for personal improvement provided that such use is consistent with professional conduct. Students must not access websites for:

- sexually explicit material;
- hate speech or offensive material;
- materials regarding illicit drugs, violence, criminal skills and/or illegal activities;
- gambling and gaming;
- illegal downloading of music, movies, games, and software; or
- downloading and viewing of graphic content that may be distressing or disturbing to members of staff or student community.

Downloading and distributing of such material is completely unacceptable.

Supporting Procedures

When using Electronic Media all students are expected to adhere to the following:

- be considerate and play fair – avoid activities on social media that could be considered unlawful, including threatening, abusive, harassing, maliciously false, vulgar, obscene, sexually explicit or hateful statements or activities. Postings that comment about people or groups on the basis of their race, ethnicity, skin colour, national origin, religion, gender, gender identity, sexual orientation, age, disability or other personal characteristics are not appropriate and violate Kaplan's policies;
- when online demonstrate a respect for the dignity of each person and the privacy of all members of Kaplan's community;
- behave in an ethical manner;
- observe the relevant age limits for students using social media platforms. Students under the age of 18 must have the necessary parental permissions before they engage in the use of social media;
- use appropriate language at all times;
- only accept friends or followers that you know well enough to speak to;
- remember that information (text, video, images, audio) uploaded to the Internet can be altered and manipulated by others;
- keep your personal information secure as nothing is private on the Internet.

At all times be aware and DON'T:

- impersonate or falsely represent another person;
- share your account details or password with anyone;
- have any private information publicly visible;
- use social media to bully, harass, abuse, threaten or intimidate others;
- make defamatory comments or say anything that is misleading, malicious or untrue;
- use obscene or offensive language towards others;
- post content that is pornographic or incites violence against others;
- harm the reputation of Kaplan and those within its community – students, teachers, parents/carers, community members, Kaplan itself;
- post anonymous messages;
- use any digital or analogue device (such as webcams, digital cameras, video cameras, computer input devices, media players/recorders or mobile phones) to record others or to publish these recordings publicly or to post them to any Internet site without their knowledge and the written permission of Kaplan and those appearing in the recording.

Email Use, Login Information and Passwords

At commencement of their course, all students will receive an email account to use as follows:

- the email address is only available to the student while enrolled with Kaplan;
- the email address will be used for educational purposes related to the course they are enrolled in and for minimal personal use only;
- the student will not imply that content of any email reflects opinions or views of Kaplan;
- the emails are not private, Kaplan retains the right to access and disclose the content internally (ie to management) without notice;
- as the email address is made available to the student only for the duration of their studies with Kaplan, these email addresses and all the data contained within, will be deleted as soon as the student completes their studies. Kaplan is not obligated to retain any content or data contained in these emails. It is the student's responsibility to ensure they retain any necessary information and any attachments contained in the emails for future reference, should they need it.

Following structure will be used to create the email address:

<Student No [123456]>@kaplanstudent.edu.au

Students are guided in activating their Kaplan email account on arrival. Students are issued with a password via email to their primary email address nominated at enrolment and are advised to change this password at the first available opportunity.

Students are not to share with others their login information or passwords for the Student Portal or any other logins they may receive from Kaplan.

Failure to comply with the above may result in disciplinary action being taken and could result in a case of misconduct being recorded against the student's records. It is the student's responsibility to protect their login information and passwords. Students must make sure they log off computers that they are no longer using.

It is Kaplan's policy that following statement will be included in the email footer:

"This email and any attachments are confidential and may contain information that is protected by copyright. If you are not the intended recipient, please notify the sender immediately and then delete it and any copies."

Relevant Legislation

Privacy Act 1988

<https://www.legislation.gov.au/Details/C2019C00025>

Enhancing Online Safety for Children (Tier 2 Social Media Services) Declaration 2015

<https://www.legislation.gov.au/Details/F2015L01636>

Broadcasting Services Act 1992

<https://www.legislation.gov.au/Details/C2018C00375>

Related Kaplan Policies

These policies are to be found on Kaplan's website at following link:

<https://www.kbs.edu.au/current-students/school-policies/>

Code of Practice

Privacy Policy

Harassment and Bullying Policy

Copyright Policy

System Monitoring

Kaplan reserves the right to track all Internet usage, monitor emails and block access to the email address to minimise spam and detect inappropriate or suspicious content.

Amendments

Kaplan reserves the right to amend this policy at its discretion. All changes and amendments to our policies are published on Kaplan's website at following link:

<https://www.kbs.edu.au/current-students/school-policies/>

Questions

If you have any questions or comments about this Electronic Media Policy, please contact Student Services or Reception. If you do not have any questions Kaplan presumes that you understand and are aware of the rules and guidelines in this policy and will adhere to them.

Version Control and Accountable Officers

It is the joint responsibility of the Implementation Officer and Responsible Officers to ensure compliance with this policy.

Policy Category	Legal
Responsible Officers	General Counsel
Implementation Officer	General Manager, Student Experience
Review Date	08.03.2020
Approved by:	
General Counsel	

Version	Authored by	Brief Description of the changes	Date Approved	Effective Date
1.0	Quality, Regulations and Standards Team	New policy	07.03.2019	08.03.2019