# Activity sheet 3.34: Is it acceptable use?

*Learning outcome C: The wider implications of digital systems*

*C2: Legal and ethical*

Hayes PR (Public Relations) is a business that manages the media profile of a number of   
well-known celebrities. The business advises its clients on what to wear and how to speak   
with the media. It also helps to manage a number of celebrity social media accounts.

Hayes PR has an acceptable use policy for its employees. You have been asked to review   
the policy.

Parts of the policy are shown below.

1. For each extract, answer the following.
   1. Is the statement acceptable? Explain your answer.
   2. If the statement is not acceptable, draft an improved version.

## Statement 1

‘Employees are free to have their own social media profiles. Anything they say on them is their own private concern providing they do not mention our clients by name.’

## Statement 2

‘Equipment provided by the employer, for example laptops and smartphones, may be used by the employee for any private purpose that the employee chooses.’

## Statement 3

‘Jackson PR expects all employees to respect the privacy of its clients. For example, employees may not mention clients by name when chatting on social media.’

## Statement 4

‘Any failure on the part of an employee to follow this policy will be met with instant dismissal.’

A shop that sells computing devices allows customers to try out a device before they decide to   
buy it. The shop currently does not have an acceptable use policy for customers.

1. State two drawbacks to the shop of not having an acceptable use policy for customers.



1. Explain two benefits to the shop of introducing an acceptable use policy for customers.



1. Using the space below, produce a short draft of an acceptable use policy that the shop could give to customers.