



INGS FARM STABLES

Social Media Policy for Clients **Including Photography, Recordings and CCTV**

It is your duty to protect Ings Farm Stables' interests. This means, for example, (but not exhaustively) that:

You must not publish anything that could directly or indirectly damage these interests or that might compromise our reputation

If you are ever unsure about the appropriateness of a publication, whether it complies with this policy and/or whether it is necessary, you should seek prior views and approval to publish from the Yard Manager before taking any further action, and absolutely before posting that content.

Unless you have been specifically authorised to do so, and the content of your communication has been approved by the Yard Manager, you must not speak on behalf of Ings Farm Stables or indeed, on behalf of any other person within our business or connected with it.

Social media is generally a public resource and one where posts can be freely and rapidly shared, often without material moderation, control, or constraint. You should assume that anything you publish anywhere, will sooner or later reach the public domain. When you share content posted by others, remember that you may be seen as giving tacit approval to opinions that could bring the company into disrepute.

Always respect copyright, and always check whether a third party's content is provided with consent before you reuse or repost it.

What and how you post

Anything you post in relation to Ings Farm Stables and/or any persons connected with it, must be accurate and lawful.

You must not publish any of Ings Farm Stables' trading secrets and confidential information. This includes not posting anything that relates, for example (and non-exhaustively), to any of the following:

- Ings Farm Stables' intellectual property
- Ings Farm Stables' trade secrets
- Unpublished details of Ings Farm Stables' current or future trading performance
- Information of any description that is clearly intended for internal use only
- Anything else that is not already in the public domain (and not as a result of you having unlawfully leaked or disclosed it)

Be security conscious and check that your posts do not include:

- Any of the three on-site residential properties and their gardens, contents, and vehicles



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- The owners private barn and outbuildings including its contents and equipment and machinery whether it is in use or not
- The positioning of any security features including but not limited to alarms, CCTV, entry systems, locks, and other security devices
- The exterior and interior of the tack room, tack lockers or any of its contents

It must be always clear that unless (with prior permission from the Yard Manager to do so), you are posting on behalf of our business and for the purpose of relating our business' position on something specific, any opinions you express are your own and that you are not speaking on Ings Farm Stables behalf.

You are personally responsible for your own social media accounts and all content that may be posted on or linked to them.

For your own social accounts, you must use your personal email address and contact details, not your work email address or any other contact details that we provide to you so that you can be contacted at work.

There must never be any confusion between any personal social media account belonging to you and any of our business accounts.

We also insist that you never use our logo, trademark, or other corporate artwork in anything you post or as part of any of your social media profiles, unless you have our express consent to do so, in advance of any publication.

You always remain a representative of and ambassador for our business. This means that you must ensure your profiles and postings are always appropriate and not in any way at risk of bringing our business into disrepute or any controversy. Even if you do not name us, people who know you and your relationship to Ings Farm Stables, may still make an unwelcome association with Ings Farm Stables if your social media activity is unprofessional and/or damaging to us. If you are in any doubt about what is and is not acceptable, please talk to the Yard Manager.

Your tone of voice and the importance of being respectful

Many people use social media in a personal capacity to have a rant. Take care when engaging in any such public outbursts that you are not damaging both your personal and our business reputations for professionalism and moderation. Do not criticise Ings Farm Stables or any other business or individual including our suppliers, clients, business associates or colleagues.

Be respectful of others when using social media. Just as in the workplace and during working hours, where we do not tolerate bullying or harassment and unfair discrimination on any grounds, we also do not tolerate it on social media either. Examples of these prohibited actions include:

- Making unlawful or disrespectful comments
- Using abusive or threatening language



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- Posting sexually explicit language or images
- Publishing false or misleading statements
- Trolling (starting or pursuing arguments in an online community with the intention of disrupting normal discussions within that community)
- Impersonating anyone associated with Ings Farm Stables, its clients, colleagues or third parties
- Inciting somebody to commit a crime

If you are being bullied, harassed, or otherwise victimised on social media by another Ings Farm Stables client or representative, please inform the Yard Manager.

Be respectful of our business also. We will not tolerate the airing of grievances about our business or any of its activities on social media. If you want to make a complaint, you should use our internal process, raising it first with the Yard Manager.

Images and other people's personal details

Consent to the posting of any photographic or videographic images containing clients, colleagues and/or other people must have the express consent of those persons to be a part of this posting. Do not publish without this consent.

Do not publish any other images where you have not first acquired all permissions (including copyright where appropriate) to do so

Do not publish any person's personal details unless you have their express consent to do so (as well as the consent of the Yard Manager, if applicable), and this is strictly necessary for the legitimate business objective underpinning the posting.

CCTV

CCTV recording and monitoring equipment is installed at Ings Farm Stables for the use of:

- Crime prevention and prosecution
- In the interests of Health and Safety
- In the interests of horse welfare

The equipment is kept securely, password protected and can only be accessed by the Yard Owner and Yard Manager. Recordings will be saved and shared with the relevant bodies for the purposes mentioned above. Any other recordings are automatically deleted after 14 days.

You may request to see recordings of you and where possible this will be provided within a month of the request.



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Ings Farm Stables would like to use real images and recordings of the yard to share on our social media pages and website.

Please complete the boxes below to confirm what you do and do not consent to and return to the yard manager.

	Yes	No	Ask First
Your horse grazing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Horse Stabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your horse with you/your child	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your horse with a professional Vets, farrier etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You/Your Child/Your Horse at events, clinics etc at Ings Farm Stables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Achievements away from Ings Farm Stables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharing from your own/your child's social media to Ings Farm Stables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using your horses stable/registered name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mentioning you/your child by first name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tagging you/your child	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any other comments/conditions

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Name:

Signed:

Date: