

Electronic Media Policy

Scope

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

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

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

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

It outlines 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. Failure to comply with this policy may result in disciplinary action being taken and could result in a case of misconduct being recorded against the student’s records.

Policy Principles

This policy is supported by the following guiding principles:

- As much as possible, content and genuine conversation on Electronic Media is allowed to continue without interruption from Kaplan.
- The use of Electronic Media must be consistent with other Kaplan policies including but not limited to the Academic Integrity and Conduct Policy, and the Prevention of Harassment and Bullying Policy (available at <https://www.kbs.edu.au/about-us/school-policies>).
- Kaplan’s reputation and that of its staff and students must not be compromised through the use of Electronic Media.
- Kaplan’s legal obligations must not be compromised through the use of Electronic Media.

Legal Requirements

Students must abide by the relevant laws, policies and procedures when using Electronic Media. In the same way, the usual common courtesies and behaviour expected from students also apply online.

Students are personally accountable and liable for everything they upload online. If a student is found to be in breach of either this policy or any state or federal laws, Kaplan will not assist the student, and Kaplan will disassociate itself from the student 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.

Electronic Communication (email, forums, chats)

Although by its nature, electronic communication including email, forums and chats tends to be less formal than other written communication, the same state and federal laws apply. It is therefore important that users are aware of their legal obligations including:

- if they send or forward communication with any libelous, defamatory, offensive, racist or obscene remarks, they can be held liable
- if they unlawfully forward or copy material subject to copyright without permission, for example Kaplan learning materials they 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 use Kaplan's Electronic Media for:

- accessing, uploading or downloading sexually explicit material
- accessing, uploading or downloading hate speech or offensive material
- accessing, uploading or downloading materials regarding illicit drugs, violence, criminal skills and/or illegal activities, including academic cheating services
- engaging in gambling and similar forms of gaming, illegal downloading of music, movies, games, and software
- downloading and viewing of graphic content that may be distressing or disturbing to members of staff or the student community.

Kaplan has a zero-tolerance approach to the above listed activities.

Guiding Procedures

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

- Be considerate to others – avoid activities on social media and online platforms 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.
- Use appropriate language at all times.
- Remember that information (text, video, images, audio) uploaded to the internet can be altered and manipulated by others.
- Keep their personal information secure.

At all times be aware and DO NOT:

- impersonate or falsely represent another person
- share any account details or password with anyone
- share any financial information or engage third-parties for school fee payments
- stay logged in to a computer on campus that they are no longer using
- 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, those within its community – for example, students, teachers, parents/carers – or other community members
- use, or request that any person use any device (including but not limited to 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 the 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 the student is enrolled in and for minimal personal use only.
- Kaplan will send emails relating to a student's studies to the personal email they have provided, not to the email address provided by Kaplan.
- The student will not imply that content of any email reflects the opinions or views of Kaplan.
- Emails sent or received using the Kaplan provided email account are not considered private or confidential. Kaplan retains the right to access and disclose the content internally (i.e. to management) without notice and as otherwise permitted under applicable laws.
- 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 or otherwise ceases studying with Kaplan. 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, subject to all applicable confidentiality and copyright restrictions.

The following structure will be used to create the email address:

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

It is Kaplan's policy that the 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."

System Monitoring

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

Kaplan may monitor students' input in discussion forums to ensure no inappropriate comments are posted and reserves the right to remove such comments.

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 the following link: <https://www.kbs.edu.au/about-us/school-policies/>

Complaints and Appeals

Students who are dissatisfied with the application of this Policy, or who wish to appeal a decision made by Kaplan, may refer to the *Grievances, Complaints and Appeals Handling Policy* (available on Kaplan’s website) for information regarding their options.

Relevant Legislation

As a registered education provider, Kaplan operates under strict laws and regulations. Policies and procedures are in place to ensure compliance with such laws. Below, please find the most relevant legislation which apply to this policy:

- Broadcasting Services Act 1992 (Cth)*
- Copyright Act 1968 (Cth)*
- Enhancing Online Safety for Children (Tier 2 Social Media Services) Declaration 2015*
- Privacy Act 1988 (Cth)*
- Telecommunications (Interception and Access) Act 1979 (Cth)*

Related Kaplan Policies

These policies are to be found on Kaplan’s website at the following link:
<https://www.kbs.edu.au/about-us/school-policies>

- Academic Integrity and Conduct Policy
- Copyright Policy
- Grievances, Complaints and Appeals Handling Policy
- Online Recording, Storage and Use Policy
- Prevention of Harassment and Bullying Policy
- Privacy Policy
- Sexual Misconduct Prevention and Response

Version Control and Accountable Officers

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

Policy Category		Legal		
Responsible Officer		General Counsel		
Implementation Officer		General Manager, Student Experience		
Review Date		June 2024		
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
1.1	Quality, Regulations and Standards Team	<ul style="list-style-type: none"> • Updated references to other policies • Added online learning and communication platforms • Updated template • Minor changes to wording to improve clarity 	16.06.2021	23.06.2021