



The National Honey Show Ltd.

Email Policy

Introduction

This document sets out The National Honey Show's policy regarding the use of email by National Honey Show trustees, officers and others working in a voluntary capacity on behalf of the Show. The policy applies to any use of email for National Honey Show purposes and applies to all sections of the Show including subcommittees and working parties. The policy also contains some guidelines relating to personal use of email, especially by volunteers and by officers of the Show where it might be perceived that they were representing the Show. These guidelines are aimed at ensuring that both the individual and National Honey Show are adequately protected against misrepresentation and misinterpretation.

Objectives

- To set out a code of best practice that will protect the Show and its employees, members and officers
- To provide clarity on the parameters of email use
- To ensure that any representations on behalf of National Honey Show are in line with its aims and objectives

Email Messages:

This section applies to all who correspond on behalf of the National Honey Show Ltd.

3.1. Clearly identify yourself and your position

Messages sent on National Honey Show business should have a signature with your name, position within the National Honey Show and the mandatory information required under both the Companies Act 2006 (National Honey Show's company registration number, that National Honey Show is a company limited by guarantee and the registered office) and the Charities' Act (that the Show is a Registered Charity)

Failure to comply with these requirements puts National Honey Show at risk of a fine of £1,000. National Honey Show's charity registration number should also be included to ensure compliance with the Charities Acts. This detail is not required for internal emails.

3.2. Differentiate between official and personal messages

National Honey Show email accounts should not be used for personal messages. If you use your personal email address for National Honey Show correspondence, please ensure you use a different signature for National Honey Show and personal messages, and comply with the Company Act and Charity Act requirements above.

3.3 Answer National Honey Show email promptly

Messages received in the course of National Honey Show's activities should ideally be responded to within a week. Emails marked as urgent should be responded to in a timely manner.

This does not apply to advertising communications, junk emails and spam.

Even if the matter cannot be dealt with fully at that time, a holding reply stating that the message has been received and when a full response can be expected. An autoreply facility is available within the honeyshow.co.uk service.

Replying to emails promptly helps to build important campaigns, activities and relationships. In the case of negativity, the longer someone waits for a reply then the more angry that person can become. Let the individual know that you have heard their frustration or problem and that you're addressing it. Where holidays, work commitments, illness or other activities mean that any emails cannot be responded to within the designated timeframe, then consideration should be given for an appropriate auto-response message to be set. Where these are used, care should be taken (a) not to redirect enquiries to absent employees or other officers who are not available, and (b) not to disclose information that might assist burglary and theft by identifying an empty residence.

other officers who are not available, and (b) not to disclose information that might assist burglary and theft by identifying an empty residence.

3.4. Ensure your emails are well written and well presented

The content and presentation of emails makes an impression in just the same way as written letters. Make sure your emails have appropriate headers and are set out in an easily readable fashion. Read your emails through and check spelling before sending it.

3.5. Do you really need to send it? Is your email really necessary?

The proliferation of junk emails is an increasing burden to many people. Think whether you really need to send your email and whether you really need to copy it to everyone on your list. When replying to messages, check to whom you are sending it and consider whether all the recipients are both intended and necessary.

3.6. Representation of National Honey Show policy

National Honey Show email account holders should be aware that any comment or message they send is likely to be regarded as an official statement unless they explicitly state otherwise.

3.7. Email is not a secure medium

Email should not be used for highly sensitive or confidential messages. There is also a risk that your email may not be received, as the sender's Internet Service Provider may treat the message as spam or fail to deliver it. If this matters, ask the recipient to acknowledge receipt, and if this fails to arrive within 48 hours, chase up for a response or consider a telephone call or letter.

3.8. The Law of Libel applies to email

Do not write anything in an email that you would not write in a letter.

3.9. Contract Law applies to email

The courts have established a legal precedent in the UK that email has virtually the same status as a letter. Therefore, do not commit yourself or the Association to any obligations or course of action by email unless you have both the authority and the intent to enter into such an agreement.

4. Email Addresses

The use of National Honey Show email addresses establishes a more professional 'corporate identity'. Email aliases also allow for redirection of email to Head Office, or to a more appropriate recipient, as roles change, or officers retire, cease working for the Association or become unable to collect email for an extended period of time.

4.1. Email inboxes

National Honey Show officers are also encouraged to make use of a National Honey Show inbox, which enables them to store all National Honey Show emails in one place and send emails from firstname.lastname@honeyshow.org.uk. The account should be set up with a National Honey Show signature and this inbox should only be used for National Honey Show business.

4.2/ Individual, Names National Honey Show Email accounts

(eg name.surname@honeyshow.co.uk) will be suspended when the person ceases to undertake work for the Association.

4.3. Office Holder accounts

(eg chairman@honeyshow.co.uk) will transfer to the post holder on election.

Approved by The National Honey Show Ltd. Board:

Date: 14th Jun 2021

Signed (Chairman): Bob Maurer

