



EMAIL POLICY AND PROCEDURES

Purpose

The purpose of this Email Policy and Procedure is to outline the standards for the appropriate and responsible use of email communication at Trendie. This policy aims to ensure that email usage aligns with professional conduct, protects the confidentiality of sensitive information, and maintains the integrity and reputation of the organisation.

Scope

This policy applies to all employees of Trendie, including full-time, part-time, temporary, and contract staff. It covers all email communications conducted using the organisation's email system, including sending, receiving, and managing email messages. This policy applies to both internal and external communications.

Email Usage Principles

- **Professionalism:**

Employees must use email in a professional and respectful manner. All communications should reflect the organisation's values and uphold a standard of professionalism. Emails should be concise, clear, and free of inappropriate language or content.

- **Confidentiality and Security:**

Employees must ensure the confidentiality of sensitive information when using email. Emails containing confidential or sensitive information should be encrypted and marked as confidential. Employees should avoid sending sensitive information through email unless absolutely necessary.

- **Appropriate Content:**

Emails should be relevant to the business and work-related. The use of email for personal gain, solicitation, or any form of harassment is strictly prohibited. Employees should refrain from sending unsolicited bulk emails (spam) or chain letters.



- **Compliance with Laws and Policies:**

All email communications must comply with relevant laws, regulations, and organisational policies. This includes compliance with privacy laws, anti-discrimination laws, and intellectual property rights.

- **Email Signature:**

Employees are required to use the standard company email signature for all outgoing emails. The signature should include the employee's name, job title, company name, and contact information. Personal statements or quotes are not permitted in the email signature.

- **Record Keeping:**

Employees must retain important emails as part of the organisation's record-keeping requirements. Emails that serve as official records or pertain to business transactions should be appropriately archived.

Responsibilities

- **Employees:**

All employees are responsible for adhering to this Email Policy and Procedure. Employees should exercise caution when opening email attachments or clicking on links to avoid security threats. They are responsible for reporting any suspicious or unsolicited emails to the IT department immediately.

- **Managers:**

Managers are responsible for ensuring that their teams understand and comply with this policy. They should monitor email usage and address any misuse of the email system in a timely manner.

- **IT Department:**

The IT department is responsible for maintaining the email system's security and integrity. They will provide support and guidance on the proper use of the email system and take appropriate action in the event of a security breach or misuse of email.



Email Procedures

- **Email Creation and Sending:**
 - **Compose Professionally:** When composing an email, employees should ensure that the content is clear, concise, and free of errors. Use a professional tone and format the email appropriately.
 - **Subject Line:** Use a relevant and descriptive subject line to convey the purpose of the email.
 - **Recipients:** Send emails only to those who need to be informed. Use 'Reply All' sparingly to avoid unnecessary distribution of information.
 - **Attachments:** Limit the size of email attachments. If large files need to be shared, use secure file-sharing methods.
 - **Confidentiality:** Mark emails containing sensitive or confidential information as "Confidential" and consider using encryption for added security.
- **Receiving and Managing Emails:**
 - **Inbox Management:** Regularly check and manage your inbox to ensure prompt responses to important communications.
 - **Phishing and Spam:** Do not open suspicious emails or click on unknown links. Report any phishing attempts or spam to the IT department immediately.
 - **Storage:** Archive important emails for future reference. Avoid retaining unnecessary emails to maintain system efficiency.
- **Responding to Emails:**
 - **Timeliness:** Respond to emails in a timely manner, ideally within 24 hours. If a full response requires more time, acknowledge receipt of the email and provide an expected timeline for a complete response.
 - **Tone and Content:** Maintain a professional and courteous tone when responding to emails, even in difficult situations.



- **Forwarding and Sharing Emails:**

- **Confidential Information:** Do not forward or share emails containing confidential or sensitive information without proper authorisation.
- **Internal and External Sharing:** When forwarding emails to external parties, ensure that the content is appropriate and does not contain any internal-only information.

Compliance and Enforcement

Trendie expects all employees to comply with this Email Policy and Procedure. Non-compliance may result in disciplinary action, including termination of employment, depending on the severity of the breach. Misuse of the email system, such as for harassment, spamming, or unauthorised disclosure of confidential information, will be dealt with seriously.

Procedures for Handling Violations

- **Reporting:**

Employees are required to report any suspected breaches of this policy to their manager or the IT department. Reports can be made confidentially and without fear of retaliation.

- **Investigation:**

The IT department will conduct a thorough investigation of any reported or suspected policy violations. This may include reviewing email logs and content to determine the nature and extent of the breach.

- **Disciplinary Action:**

If a violation of this policy is confirmed, disciplinary action will be taken in accordance with the organisation's disciplinary procedures. This may range from a formal warning to termination of employment, depending on the severity of the breach.

- **Appeals**

Employees have the right to appeal disciplinary actions. Appeals should be submitted in writing to the HR department, outlining the grounds for the appeal.



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Review and Updates

This Email Policy and Procedure will be reviewed annually to ensure its relevance and effectiveness. Any changes or updates to the policy will be communicated to all employees promptly. Employees are required to familiarise themselves with the most current version of the policy.

Implementation

All new employees will be trained on this Email Policy and Procedure during their induction process. Existing employees will receive periodic training and reminders on appropriate email usage. The policy will be made accessible through the company intranet and included in the employee handbook.

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