

EMAIL POLICY

The purpose of this policy is to ensure the proper use of Myra Golden Media's email system and make users aware of what Myra Golden Media deems as acceptable and unacceptable use of its email system. Myra Golden Media reserves the right to amend this policy at its discretion. In case of amendments, users will be informed appropriately.

BEST PRACTICES

Myra Golden Media considers email as an important means of communication and recognizes the importance of proper email content and speedy replies in conveying a professional image and delivering good customer service. Therefore Myra Golden Media wishes users to adhere to the following guidelines:

- Writing emails:
 - Write well-structured emails and use short, descriptive subjects.
 - Myra Golden Media's email style is informal. This means that sentences can be short and to the point. You can start your e-mail with 'Hi', or 'Dear', and the name of the person. Messages can be ended with 'Best Regards'. The use of Internet abbreviations and characters such as smileys however, is not encouraged.
 - Signatures must include your name, job title and company name.
 - Use the spell checker before you send out an email.
 - Proof all emails before sending.
 - Do not write emails in capitals.
 - Personalize all emails by using the customer's name and the customer's own words and phrasing.
 - Always re-read the customer's email and your reply to ensure you have fully answered all questions.
 - Do not use cc: or bcc: fields unless the cc: or bcc: recipient is aware that you will be copying a mail to him/her and knows what action, if any, to take.
 - If you forward mails, state clearly what action you expect the recipient to take.
 - Only send emails of which the content could be displayed on a public notice board or blog. If they cannot be displayed publicly in their current state, consider rephrasing the email, using other means of communication, or protecting information by using a password (see confidential).
 - Only mark emails as important if they really are important.
- Replying to emails:
 - Emails should be answered within at least 3 working hours, but users must endeavor to answer priority emails within 90 minutes.
 - Priority emails are emails from existing customers and business partners.
- Newsgroups:
 - Users need to request permission from their supervisor before subscribing to a newsletter or news group.
- Maintenance:
 - Delete any email messages that you do not need to have a copy of, and set your email client to automatically empty your 'deleted items' on closing.

LEGAL RISKS

Email is a business communication tool and users are obliged to use this tool in a responsible, effective and lawful manner. Although by its nature email seems to be less formal than other written communication, the same laws apply. Therefore, it is important that users are aware of the legal risks of e-mail:

- If you send emails with any libelous, defamatory, offensive, racist or obscene remarks, you and Myra Golden Media can be held liable.
- If you forward emails with any libelous, defamatory, offensive, racist or obscene remarks, you and Myra Golden Media can be held liable.

- If you unlawfully forward confidential information, you and Myra Golden Media can be held liable.
- If you unlawfully forward or copy messages without permission, you and Myra Golden Media can be held liable for copyright infringement.
- If you send an attachment that contains a virus, you and Myra Golden Media can be held liable.

By following the guidelines in this policy, the email user can minimize the legal risks involved in the use of e-mail. If any user disregards the rules set out in this Email Policy, the user will be fully liable and Myra Golden Media will disassociate itself from the user as far as legally possible.

LEGAL REQUIREMENTS

The following rules are required by law and are to be strictly adhered to:

- It is strictly prohibited to send or forward emails containing libelous, defamatory, offensive, racist or obscene remarks. If you receive an e-mail of this nature, you must promptly notify your supervisor.
- Do not forward a message without acquiring permission from the sender first.
- Do not send unsolicited email messages.
- Do not forge or attempt to forge email messages.
- Do not send email messages using another person's email account.
- Do not copy a message or attachment belonging to another user without permission of the originator.
- Do not disguise or attempt to disguise your identity when sending mail.

PERSONAL USE

Although Myra Golden Media's email system is meant for business use, Myra Golden Media allows the reasonable use of email for personal use if certain guidelines are adhered to:

- Personal use of email should not interfere with work.
- Personal emails must also adhere to the guidelines in this policy.
- Personal emails are kept in a separate folder, named 'Private'. The emails in this folder must be deleted weekly so as not to clog up the system.
- The forwarding of chain letters, junk mail, jokes and executables is strictly forbidden.
- On average, users are not allowed to send more than 2 personal emails a day.
- Do not send mass mailings.
- All messages distributed via the company's email system, even personal emails, are Myra Golden Media's property.

CONFIDENTIAL INFORMATION

Avoid sending confidential information by e-mail. If you do, you must secure the information by including it in a Microsoft Word or Excel file and protecting it with a password. Then provide the recipient with the password by means of other communication, for instance by telephone.

DISCLAIMER

The following disclaimer will be added to each outgoing email:

'This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.'

SYSTEM MONITORING

You must have no expectation of privacy in anything you create, store, send or receive on the company's computer system. Your emails can be monitored without prior notification if Myra Golden Media deems this necessary. If there is evidence that you are not adhering to the guidelines set out in this policy, the Myra Golden Media reserves the right to take disciplinary action, including termination and/or legal action.

DECLARATION

I have read, understand and acknowledge receipt of the Email policy. I will comply with the guidelines set out in this policy and understand that failure to do so might result in disciplinary or legal action.

Signature: _____

Date: _____

Printed Name: _____