

Electronic Media Policy

Scope

This policy applies to all students enrolled with Kaplan International Languages in Australia and New Zealand (hereby referred to as “Kaplan”), as follows:

- Kaplan International English (Australia) Pty Ltd (ABN 31 003 631 043) is trading as *Kaplan International Languages*.
 - Melbourne – Docklands Dr
 - Sydney - Goulburn St
 - Adelaide – Grenfell St
 - Perth - Hay St
 - Brisbane – Ann St

Kaplan acknowledges the rapidly growing use of Electronic Media (including social media, emails, discussion forums and the Internet) by students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating and promoting Kaplan International Languages.

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, discussion forums, the Learning Management System (LMS), the Internet and similar media in existence or developed from time to time (“**Electronic Media**”) by students of Kaplan’s community and their rights, obligations and responsibilities.

Further, the purpose of this policy is to ensure students understand the requirements of Kaplan on the use of Electronic Media in an ethical, fair and law-abiding way, both as a student with Kaplan and in a personal capacity when using Kaplan’s Internet service, and to make students aware of what Kaplan deems as acceptable and unacceptable use of its systems.

This policy is supported by the following guiding principles:

- that, as much as possible, content and genuine conversation on Electronic Media is allowed to continue without interruption from Kaplan
- the use of Electronic Media is consistent with Kaplan's Code of Practice, policies and procedures, currently to be found at <https://www.kaplan.edu.au/kaplan-international-languages/>
- Kaplan's reputation and that of its staff and students is enhanced and not compromised through the use of Electronic Media and
- Kaplan's legal obligations are not compromised through the use of Electronic Media.

Legal Requirements

Students must abide by all 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 of social media is respectful to both Kaplan and to members of Kaplan's community. Social media users must also ensure that their interactions online are in accordance with Kaplan's Code of Practice.

Email

Although email by its nature tends to be less formal than other written forms of communication the same State and Federal laws apply. It is therefore important that students are aware of their legal obligations, including:

- if you send forward emails with any libellous, defamatory, offensive, racist or obscene remarks, you can be held liable; and
- if you unlawfully forward or copy material subject to copyright without permission, you can be held liable for copyright infringement.

Internet

Students may use Kaplan's Internet services for study or personal improvement, provided that such use is consistent with professional conduct and is in accordance with the Code of Practice.

Students must not use Kaplan's Internet services for:

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

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

Supporting Procedures

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

- be considerate and play fair – avoid activities on social media 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 respect for the dignity of each person and the privacy of all members of Kaplan's community;
- behave in an ethical manner;
- observe the relevant age limits for students using social media platforms. Students under the age of 18 must have necessary parental permissions before they engage in the use of social media;
- use appropriate language at all times;
- only accept friends or followers that you know well enough to speak to;
- remember that information (text, video, images, audio) uploaded to the Internet can be altered and manipulated by others; and
- keep your personal information secure.

At all times be aware and do not:

- impersonate or falsely represent another person;
- share any account details or passwords with anyone;
- have any private information publicly visible;
- use social media to bully, harass, abuse, threaten or intimidate others;

- make defamatory comments or write 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 and those within its community – students, staff, teachers, parents/carers, community members and Kaplan itself;
- 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, the written permission of Kaplan and those appearing in the recording.

Login Information and Passwords

Students are issued with their login information to the Student Portal via email to their primary email address nominated at the time of enrolment.

Students are not permitted to share with others their login information or passwords for the Student Portal or any other logins they may receive from Kaplan.

It is the student's responsibility to protect their login information and passwords. Students must make sure they log off computers or devices that they are no longer using.

System Monitoring

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

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

Consequences of Breach

Failure to comply with this policy may result in disciplinary action being taken against the student, which could result in a case of misconduct being recorded against the student's records or expulsion.

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 currently at following link:

<https://www.kaplan.edu.au/kaplan-international-languages/>

Relevant Legislation

Australia

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

New Zealand

- Privacy Act 1993
- Broadcasting Act 1989
- Telecommunications Act 2001

Related Kaplan Policies

Other policies associated with this policy are to be found on Kaplan's website, currently at following link: <https://www.kaplan.edu.au/kaplan-international-languages/>

- Privacy Policy
- Prevention of Harassment and Bullying Policy
- Sexual Harassment Prevention and Response Policy
- Diversity, Inclusion and Equity Policy.

The following internal policies and documents are available within the Company and support this Policy:

- Kaplan Code of Practice
- Kaplan Copyright Policy.

Version Control and Accountable Officers

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

Policy Category	Legal			
Responsible Officer(s)	General Counsel			
Implementation Officer(s)	Operations Support Manager ANZ			
Review Due Date:	June 2023			
Approved by:				
Policy Committee				
Version	Authored by	Brief Description of the changes	Date Approved	Effective Date
1.0	Kaplan Australia Quality, Regulations and Standards Team	New policy and procedure. Based on Kaplan Australia policy.	19.05.2020	02.06.2020
2.1	Quality, Regulations and Standards Team	Immaterial changes to locations and website under one provider	14.06.2022	14.06.2022
2.2	Quality, Regulations and Standards Team	Immaterial changes to website under one provider	21.10.2022	28.10.2022