

SOUTH WESTERN ASSOCIATION OF THE WELSH PONY AND COB SOCIETY

SOCIAL MEDIA AND INTERNET POLICY

General

No member of the South Western Association of the Welsh Pony and Cob Society (SWA) shall conduct himself or herself in a manner or be guilty of behaviour which is derogatory to the character or prejudicial to the interests of the SWA or any other person or institution and in particular (but without prejudice to the generality to the foregoing) no member shall behave in an abusive or unpleasant manner to any person at any show or at any other location where SWA or WPCS business is being transacted or via social media or the internet or via any publication in whatever format or via any other written or electronic format.

1. Introduction

The SWA acknowledges the importance of the internet and social media sites such as Facebook, Twitter, LinkedIn, home web-pages, chat rooms, messaging services and all other forms of electronic communication and the role that “social media” plays in the day to day lives of members. This policy applies to all SWA members when using social media and the internet. Failure to adhere to this policy could lead to disciplinary action being taken against a member.

2. Using social media

2.1 Unauthorised use of the name ‘South Western Association of the Welsh Pony and Cob Society’ or ‘SWA’ in its title or such other title that implies it is authorised to be used for SWA business is forbidden. Authorisation can only be given by the committee after due consideration to its use and benefit.

2.2 Members should be aware that the SWA may from time to time carry out internal searches to identify postings which include references to the SWA and its members.

2.3 Images produced by the SWA are the subject of copyright and should not be copied or used in social media save as provided in the SWA website user terms and conditions (see Para 4).

2.4 Members should ensure that any material that they transmit or post to social media is clearly stated to be their personal view and is not held out to be, or could be mistaken as, the view of the SWA.

2.5 Members must not post or transmit :

2.5.1 any material which could damage the name or reputation of the SWA, its members or former members, or which is derogatory to the character of or prejudicial to the interests of the SWA or any members or officials or judges.

2.5.2 any material relating to the SWA, members or former members or their horses or ponies, or their business or private lives or which could otherwise be associated with or which may reasonably be attributed as coming from the SWA.

2.5.3 anything that is threatening, defamatory, obscene, indecent, offensive, pornographic, abusive, liable to incite racial hatred, discriminatory, menacing, scandalous, inflammatory, blasphemous, in breach of confidence, in breach of privacy or which may cause annoyance, distress or inconvenience.

2.5.4 anything that constitutes or encourages conduct that would be in breach of SWA rules, or constitutes a criminal offence, or which could give rise to civil liability, or otherwise be contrary to the laws of, or infringe the rights of any third party in the UK or any other country.

3. **Disclosure under law or regulation**

You should be aware that the SWA will fully cooperate with any law enforcement authorities or court order requesting or directing the SWA to disclose the identity or locate anyone posting any material in breach of this policy. If we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information, the SWA is entitled to do so.

4. **SWA Website and Facebook Page**

4.1 The SWA website and Facebook page are to be used solely for promotion of SWA and Welsh Pony and Cob Society notices, SWA shows and events

4.2 Content will not be uploaded, distributed or otherwise published that is confidential, false, fraudulent, defamatory, threatening, invasive of privacy, infringing intellectual property, illegal or encourages criminal offence.

4.2 Content is copyright and may not be copied electronically without the permission of the owners.

4.3 Links on the SWA website and Facebook may be included for relevant businesses, eg show photographers, as appropriate.

4.4 Conditions contained in the SWA Privacy Policy apply at all times.