



Directors: Ben Fitzgerald and Rosie Frost

KINDCODY POLICY – WEBSITE MANAGEMENT

Revised: 10 APRIL 2021

Policy

1. The KINDCODY brand is represented on both the KINDCODY of KINDCODY websites. It is an important expression of our brand. It is important therefore that we properly manage our website activities.

2. This policy sets out our procedures for managing our website, including:
 - a) who is responsible for managing our website?
 - b) who is accountable for ensuring that this policy of followed and remains appropriate?
 - c) content management
 - d) website security and data protection
 - e) permitted and prohibited use
 - f) linking
 - g) accessibility

Responsibility



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3. KINDCODY has overall responsibility for managing our websites. They will be supported by website designers and content authors employed by KINDCODY.
4. KINDCODY is responsible for:
 - a. approving and monitoring content
 - b. ensuring the website complies with legal and regulatory requirements
 - c. overseeing the establishment and maintenance of links to other websites
 - d. maintaining the website terms and conditions and privacy policy
 - e. conducting a review of this policy - at least annually - to ensure it is in effective operation.

Content management

5. We will only publish on our website content that it appropriate for publishing in any other public medium.
6. Website content must be clear, unambiguous, up-to-date and relevant to our charitable activities.
7. No content will be added to the active websites without the approval of the KINDCODY. All new web pages will be saved in draft form until published by KINDCODY.



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8. Content must be submitted to KINDCODY with a Website content approval request (sent by email). Where practical, KINDCODY will review completed draft pages. If this is not possible, mock-ups of new content should be provided.

9. KINDCODY will only approve and publish/upload content to the website if the content:
 - a) is grammatically correct with no spelling mistakes
 - b) has been reviewed by another member of staff, preferably from the same department as the author
 - c) is accurate and up-to-date
 - d) does not include any breach of copyright or other intellectual property rights (e.g. images or photographs without KINDCODY copyright ownership)
 - e) does not breach donor or beneficiary confidentiality (see Donor & Beneficiary confidentiality below)
 - f) is not discriminatory
 - g) conforms to house style
 - h) British English to be used on all KINDCODY International Charitable Foundation websites.

10. KINDCODY will maintain a record of all website content and changes to that content.



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Website security and data protection

11. All information provided by you will be treated securely and strictly in accordance with the Data Protection Act 1998, the EU General Data Protection Regulation (GDPR) and US data protection legislation.
12. To comply with relevant legislation on the use of personal data we adhere to a strict Privacy policy.
13. KINDCODY is responsible for maintaining the Privacy policy, ensuring it remains compatible with the legislative requirements and is fit for purpose.
14. If you suspect the Privacy policy has been breached you must report this—see Reporting breaches below.
15. KINDCODY websites must be set up and maintained in lines with the requirements set out in the KINDCODY Information Security policy.

Permitted and prohibited use



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16. We maintain detailed terms and conditions for use of our website.
17. These apply equally to all users, both externally and internally, including staff.
18. KINDCODY is responsible for maintaining the Website terms and conditions.
19. If you suspect the Website terms and conditions have been breached you must report this to KINDCODY as soon as possible - see Reporting breaches below.

Linking to third party websites

20. We are not responsible for the content of third-party websites to which we link but we must ensure any links are:
 - a) relevant and appropriate
 - b) operating effectively
 - c) identified as external links
 - d) where appropriate, reciprocated
21. KINDCODY will oversee all linking arrangements.

Accessibility



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22. We are committed to ensuring our websites are accessible to all visitors.

23. If you wish to make any suggestions on how we can improve the accessibility of our websites, please contact KINDCODY or your local website administrator.

Donor and Beneficiary confidentiality

24. KINDCODY must not breach our duty of confidentiality to our donors, potential donors or beneficiaries through our website.

25. All staff will receive appropriate training on our Data Protection Policy and this Website Management policy.

26. Any breaches must be reported to KINDCODY as noted in the Reporting Breaches section below..

Reporting breaches

27. All members of staff have an obligation to report actual or potential compliance failures. This allows us to:

- a. investigate the failure and take remedial steps if necessary
- b. maintain a register of compliance failures



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- c. notify KINDCODY of any compliance failures that are material either in their own right or as part of a pattern of failures
- d. KINDCODY will consult with others to determine the actions to be taken to address the failure and decide if further reporting to regulatory bodies is required..

28. Please refer to our Compliance failure policy for our reporting procedure, available upon request.

Consequences of breaching this policy

29. KINDCODY considers this policy to be extremely important. Failure to comply puts both you and the Foundation at risk.

30. If there is a breach of the policy KINDCODY will take this very seriously and it is very likely that the person responsible for the breach will be disciplined in accordance with our disciplinary procedure and may be dismissed.

Monitoring and review

31. KINDCODY is responsible for this policy.

32. KINDCODY will regularly monitor the effectiveness of this policy to ensure it is working in practice and we will review and update this policy as and when



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necessary.

33. KINDCODY will provide information and/or training on any changes made to this policy.

Training

34. All staff will receive appropriate training on our Website management policy, including:

- a. regular training for existing staff
- b. training for new staff at induction
- c. updates following any changes to the policy that affect staff.

Entry into force

35. This policy is effective immediately.

Chris Frost, Chief Operating Officer