



Web Usage Guidelines for Reel Media Advertising Agency

1. Purpose

The purpose of this Web Usage document is to establish guidelines for the proper use of Reel Media's website by employees, contractors, and authorized third parties.

2. Acceptable Use

Employees and authorized third parties may use Reel Media's website for business-related purposes only. All usage must be in compliance with applicable laws and regulations.

Examples of acceptable use include:

- Accessing and sharing company information
- Conducting research and analysis
- Communicating with clients and partners
- Posting content related to the company's services and industry

3. Prohibited Use

The following activities are strictly prohibited and may result in disciplinary action, up to and including termination:

- Using the website for personal gain or profit
- Downloading, sharing, or accessing illegal or copyrighted material
- Posting or sharing offensive, defamatory, or discriminatory content
- Attempting to access or modify unauthorized areas of the website

- Using the website to harass, threaten, or intimidate others
- Engaging in any activity that may harm or disrupt the website or its users

4. Security

Employees and authorized third parties must take reasonable precautions to protect the security of the website and its users. This includes:

- Using strong passwords and changing them regularly
- Keeping login credentials confidential
- Logging out of the website when not in use
- Reporting any suspected security breaches or vulnerabilities to IT immediately
- Keeping antivirus and firewall software up to date

5. Confidentiality

All information posted or shared on Reel Media's website must be treated as confidential and proprietary. Employees and authorized third parties must not disclose any company or client information without proper authorization.

6. Monitoring

Reel Media reserves the right to monitor all activity on its website to ensure compliance with these guidelines and applicable laws and regulations. Employees and authorized third parties should have no expectation of privacy when using the website.

7. Consequences of Non-Compliance

Violations of these guidelines may result in disciplinary action, up to and including termination of employment or contractual agreement. In addition, violations of applicable laws and regulations may result in legal action and penalties.

8. Acknowledgment

By using Reel Media's website, employees, contractors, and authorized third parties acknowledge that they have read and understand these Web Usage Guidelines and agree to comply with them.

