

Introduction

Email, the Internet, telephone and fax facilities and voicemail are widely used by Flashbay, both internally and as a means of communicating to customers and others outside Flashbay.

These technologies are an extremely efficient means of communication. However, use of them may bring several potential problems and pitfalls. The following policy on the use of electronic communications is intended to ensure that all staff (including temporary staff and contractors) can ensure that the integrity of Flashbay's work and reputation is protected.

This policy applies not only to Flashbay's standard equipment but also to any other equipment provided by or on behalf of Flashbay.

To protect its business and the interests of customers, staff and others, you should note that Flashbay reserves the right to access, monitor and review your telephone log and calls, voicemail, email (including personal/private email or email accounts accessed from or using Flashbay equipment), internet use and other communication facilities provided by Flashbay which you may use during your time with us. We undertake to use this right reasonably, when necessary, in a targeted manner and for legitimate reasons but it is important that you are aware that communication and activities on our premises cannot be presumed to be private. If the monitoring reveals other information that we cannot be reasonably expected to ignore (e.g. criminal activity, gross misconduct etc) then that information might be used against you or disclosed by us to relevant authorities.

Unauthorised downloads

You must never, without permission from the IT Department, install, import or open non-text or unauthorised files, software, programs, music files, video files or unknown attachments on to your PC, Flashbay's system or any computer equipment, whether from, email or any other medium unless it relates to Flashbay's business. This includes non-Flashbay screensavers. All our workstations have anti-virus software installed and if this detects a problem, or you are unsure whether it is safe to open a particular attachment, you should always refer to the IT Department who will scan any work-related files or programs for viruses before passing them to you, to ensure there is no risk to our systems.

Always remember that music, text and other content on the internet are copyright works. Never download or email to others such content unless you are certain that the owner of such works allows this.

Inappropriate Material

Do not access, download, redistribute, or copy using the Flashbay system or using equipment provided by Flashbay, any e-mail, or webpage containing material that, in the widest meaning of these terms and whether legal in the UK or not, could be regarded as: offensive or obscene (including pornography), in bad taste or immoral, containing extreme or hate speech, or relating to illegal matters.

Use of another's Employee's system/accounts or access details.

It is forbidden to gain or attempt to gain unauthorised access to another computer system or another person's non-public system, and you are warned that such actions may well constitute criminal offences as well as being a serious breach of this policy. You must never send messages from an account other than your own on Flashbay's system nor (except where authorised by a Director) send or receive any message, fax or voicemail under a name other than your own name.

Passwords

You should keep your passwords confidential. You should memorise them and must not write it down anywhere. Flashbay's systems require you to change your password on a frequent basis. It is forbidden to give passwords to access office systems to any third party without Flashbay's express prior permission.

You should choose passwords which are 'strong' and not susceptible to a dictionary attack. It should contain letters + at least 1 number + 1 special character e.g.! £\$%

If you choose a very poor password, for example, in the form of 'YourName2008', this is negligent and putting Flashbay's data and security at high risk.

Zimbra or NetSuite contacts

Addresses or contact details held in Zimbra or NetSuite belong to Flashbay. Such lists are the property of Flashbay and may not be copied or removed in part or in their entirety by you for use outside of your employment or after your employment comes to an end.

Personal use of Flashbay's IT, telephone and other facilities

Reasonable and minimal use of Flashbay's IT facilities to make and receive urgent personal telephone calls, to send and receive personal urgent faxes and email or to browse the web for urgent personal reasons is acceptable.

Activities such as browsing Facebook, Myspace, Instagram, Snapchat or checking personal email accounts during office hours is not permitted. We reserve the right to monitor your internet to ensure compliance with our IT policy.

Bypassing, deleting or editing internet history or other log files

The use of the Private Browsing feature in Chrome and Firefox is strictly prohibited. Clearing / deleting the browser history is also forbidden. All Flashbay IT hardware and internet connections are provided to support your efficient working and the company reserves the right to audit the usage of such resources. Deleting, bypassing, falsifying or tampering with any records or files which allow for such reasonable auditing to take place will result in a formal written warning or, in serious cases, may result in summary dismissal.

This policy also applies to equivalent features in other web browsers for those employees specifically authorised by the Flashbay Management to use a web browser other than Chrome or Firefox, the official company browsers, for specific business reasons.

Use of remote connection software

The use of any form of remote connection software, including but not limited to Microsoft Remote Desktop Connection, TeamViewer, LogMeIn, GotToMyPC and VNC to connect to any computer either inside or outside the Flashbay network is strictly prohibited unless specifically authorised by the Flashbay Management and supervised by IT. Infringement of this policy will result in a formal written warning or, in serious cases, may result in summary dismissal.

Remote access to Flashbay systems or data

Remote access to any Flashbay computer system is prohibited as described in the previous section. Remote access (meaning from any location other than a Flashbay workplace) to Netsuite, Zimbra or any other Flashbay application, data or service is also prohibited unless authorised by the Flashbay Management.

Email use

Introduction

Any business email should be written in the same professional way as a business letter or a facsimile because it is still a showcase for Flashbay. In other words, it should be properly addressed, well-structured and written clearly using normal capitalisation and punctuation.

It should not use abbreviations, slang, humour or sarcasm unless you are sure that the recipient will understand this.

If an email contains 'guarantees' then, prior to sending, it should be authorised by a Director.

A check must be made that the email is not being inadvertently sent to the wrong addressee or the wrong address.

Do not create email congestion by sending trivial messages or unnecessarily copying emails to those who do not have a real need to see them.

Do not attempt to send attachments in excess of 10MB. If you have artwork files in excess of this size, it is very likely that it is in an incorrect format for use by our company and should be modified or re-requested from the customer in a suitable format before internal distribution.

Do not CC your own address on any messages that you send - this can cause a serious problem where some or all of the intended recipients will receive the message many times.

Email size

The system of Email was not designed for sending large amounts of data. Be careful never to send emails bigger than a few MB, and generally keep emails below 1MB where possible.

1MB email - a big email, by anyone's standard

5MB email - a huge email

10MB email- ridiculously big size email, many recipient servers will block such emails.

Because employees of Flashbay are often handling customer data, artwork and images, it is important that you have an appreciation of file sizes.

There is almost never a legitimate occasion to send an email over 10MB, if your email balloons over this size you are doing something wrong e.g. using wrong file format.

Email style/appearance

Be consistent with the format of your emails and pay special attention to this when cutting and pasting recycled content.

The font and colour you use should be standardised in every email unless for effect.

The standard Flashbay email font, pt size and colours are:

Font: San Serif

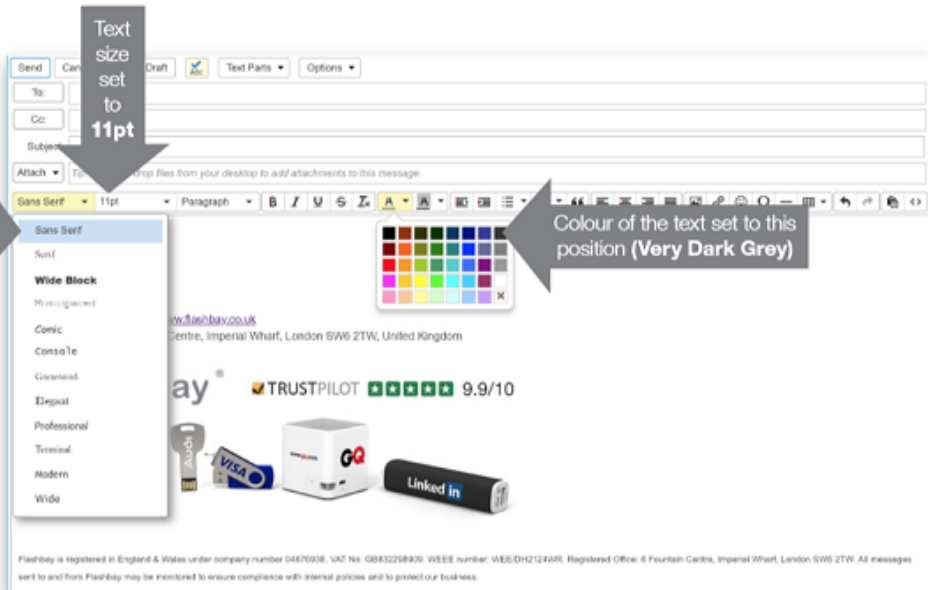
Size: 11pt

Colour: Very Dark Grey

You can check the settings to ensure its correct:

Zimbra[®] mail composing settings

Please find below settings for the mail composing client (Zimbra[®]) in accordance with our branding colours and fonts:



The image shows a screenshot of the Zimbra mail composing interface. A grey arrow points to the 'Text size set to 11pt' dropdown menu. Another grey arrow points to the 'Colour of the text set to this position (Very Dark Grey)' color picker. A third grey arrow points to the 'Font set on Sans Serif which is the closest resemblance to our Helvetica Neue LT Pro (Sans Serif setting will use Helvetica type within your system if present)' dropdown menu. The background shows a draft email with the Flashbay logo and a Trustpilot rating of 9.9/10.

Note: these settings should not be changed as they are in accordance with our branding colours and fonts.

Your Email signature should be setup for you when you arrive at the company. It is your responsibility to alert the IT team to any changes which may be required to the signature in future (such as change in job title, or phone number).

In Zimbra, the signature settings can be found in Preferences Tab - Signatures. You can generate your signature in this tool then cut and paste it into the Zimbra signature window

Email and Holiday

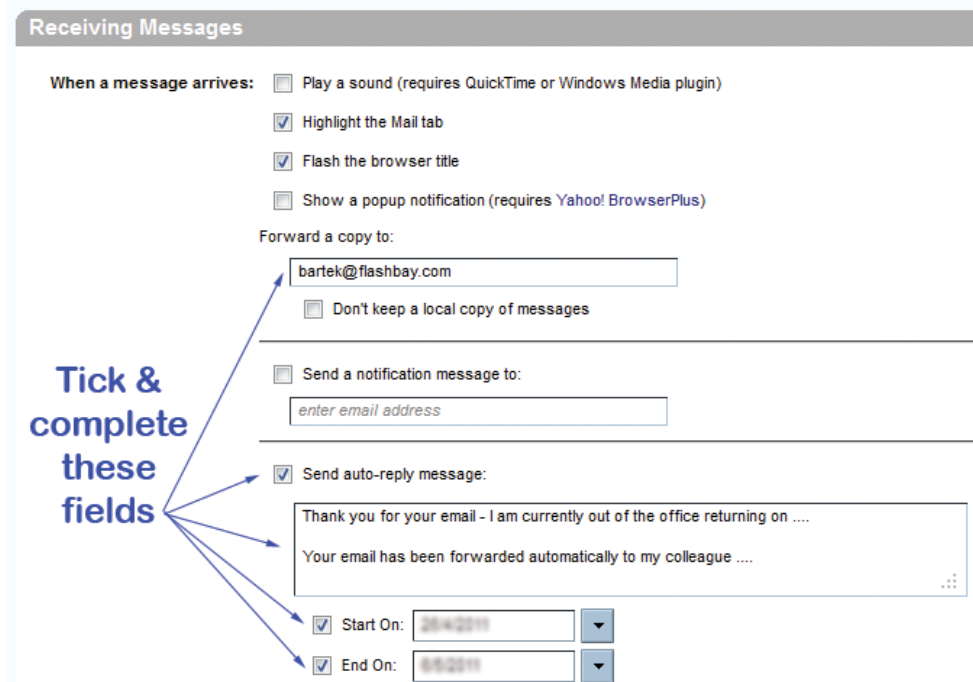
Before you go on Holiday you need to do three things. You can do all of these things in Zimbra yourself, and they are your responsibility to complete before your holiday. It's best to do them 1 working hour before you depart (so the day before your holiday in most cases)

- 1) Setup an 'Out of Office' Auto responder in Zimbra
- 2) Set the email address to which your email will be forwarded during your holiday (e.g. email address of your colleague who will be covering for you).

Click on the 'Preferences Tab' -> 'Mail' -> 'Receiving Messages'.

The auto responder text to use is standardised, you can the text from this page: Signature

- 3) Share your both your 'inbox' and 'sent' folders in Zimbra with the person who will cover for you so they can see your email history.



Receiving Messages

When a message arrives: Play a sound (requires QuickTime or Windows Media plugin)
 Highlight the Mail tab
 Flash the browser title
 Show a popup notification (requires Yahoo! BrowserPlus)

Forward a copy to:

 Don't keep a local copy of messages

Send a notification message to:

Send auto-reply message:
Thank you for your email - I am currently out of the office returning on ...
Your email has been forwarded automatically to my colleague ...

Start On: 25/4/2011
 End On: 05/5/2011

Tick & complete these fields

Share Properties

Name: Inbox

Type: Mail Folder

Share with: Internal users or groups
 External guests (view only)
 Public (view only, no password required)

Email:

Role

- None** None
 Viewer View
 Manager View, Edit, Add, Remove
 Admin View, Edit, Add, Remove, Administer

Message

Note: The standard message displays your name, the name of the shared item, permissions granted to the recipients, and sign in information, if necessary.

OK

Cancel

Share a folder by right clicking it, choose 'share', then enter the email address of the person who you wish to share the folder with. Set the role to manager, the press OK. Check your colleague can see your shared folder after they have accepted the share invitation which will be automatically emailed to them.

Disclosure of emails

You must not set up your email system automatically to forward emails outside Flashbay, as this risks breaching our confidentiality obligations (for example, conflict checks for competitors and price sensitive information might be forwarded, which could be very damaging if in the wrong hands). Note that (where appropriate) emails may be passed on by the recipient to third parties. Please also be aware that, even if it is deleted from your Inbox, material remains on the system and may still be monitored by Flashbay.

Mailbox maintenance

Introduction

Zimbra is an essential tool for each of us and the technical team work as hard as they can to ensure that it runs as quickly and reliably as possible for everyone.

To ensure that we can continue to support the current level of performance, and improve this further in future, we now need your cooperation in ensuring that you keep your mailbox well maintained.

Why do I need to keep a well-maintained mailbox?

Every email that you send and receive stays in your account forever unless it is deleted.

This is great as it allows you to search all your old messages and get quick access to every piece of information that you have ever had access to by email.

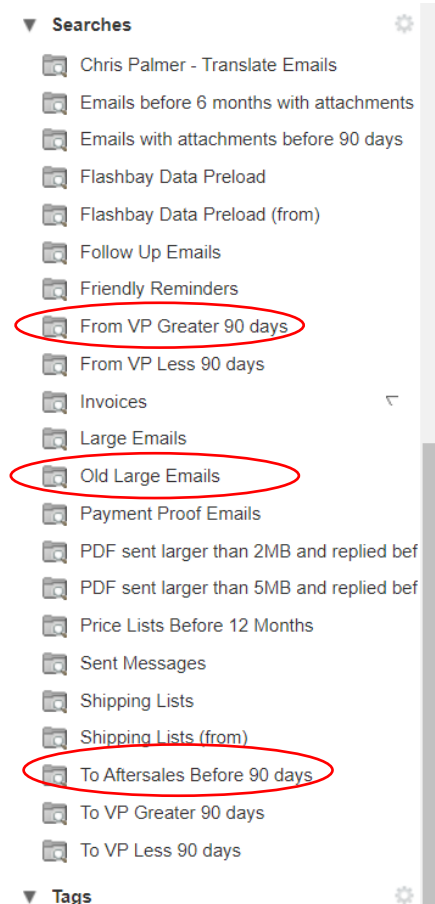
However, each item stored makes the whole system a tiny amount slower for everyone who uses it - increasing both the cost and effort required to ensure that everything is running as well as possible. Scale that over everyone in the company who uses Zimbra and you can see why we all need to proactively maintain our mailboxes.

How to keep a well-maintained mailbox

There are some messages that you don't need to keep forever,

Here are some saved search folders to help keep you organised, the messages you can clear out will be in the folders circled in red.

If you have any doubt about deleting emails, please check with your team leader and they should be able to assist



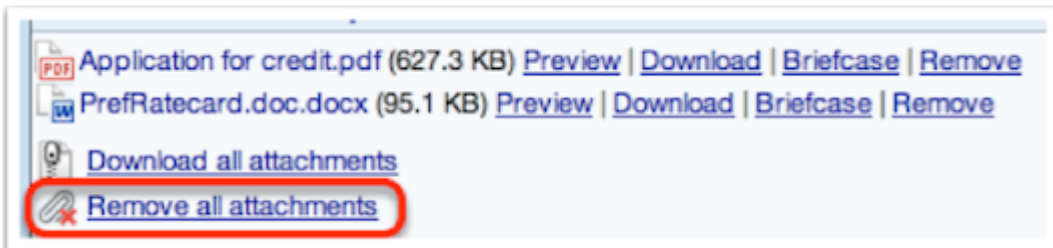
Search 1: "Large old emails" - run it once per week

This search finds messages that are more than 3 months old and contain large attachments. You should look through the results and decide if you still need the email - you most likely do not. Delete any messages that you no longer need access to.

If you decide that you do need the email because it contains vital information in the email body that is not available to you in any other message then you almost certainly don't need the large attachments and you should delete the attachments using:



1. 'Remove' link next to the attachment (for single attachments)



2. 'Remove all attachments' link at the bottom of the attachment list (for multiple attachments).

Using this method the attachments will be deleted but the email message will be kept.

Do not download and store the attachments on your computer - that just moves the problem to a different system.

Search 2: "To/From VP emails" - run it once per week

This search finds messages that were sent to virtualproof@flashbay.com more than 3 months ago.

You can delete all results that this search finds.

As the messages were sent to virtualproof@flashbay.com a copy will be stored in that account.

Any responses that you received from the graphics team will not be included in the search results.

Empty trash after performing maintenance

After you have run both searches and deleted any messages that you no longer need you should perform a final review of the deleted items and then empty your trash.

Frequency of maintenance activity

Because both searches look for messages that are 3 months or older on the day that you run the search you should run them both each week and new results will be found for you to consider for deletion.

You should make this mailbox maintenance part of your weekly routine and set yourself recurring calendar items for the days of the week that you prefer to run them.

The particular days and times are up to you provided you maintain the frequency of running both at least once each and every week.

Caution

As always, be careful when selecting messages to delete and ensure that you are not accidentally deleting messages and folders that you did not intend to.

Setting up Filters

Sometimes you will receive emails, which won't require immediate action. In these occasions we strongly recommend to setup email filters to automatically move those emails to a folder, which you can check when, necessary, so they do not interrupt your daily sales work flow.

Do **not** setup filters for customer emails or any customer related emails, which require immediate action or response.

Dear James,

zhangdebo@gmail.com (C4291 tester james ignore) has requested a password to login to their online customer centre. You can see the email we just sent them below. On rare occasions, the password email may not be received by the customer (perhaps because their spam filter blocks it). In such cases they may contact you, and you can give them the password below.

Note: We strongly suggest that you setup a email filter/rule to automatically move these password email notifications to a folder which you can check when necessary, so they do not interrupt your daily sales work flow.

Dear Customer,

You can now access the Flashbay customer centre with the following details:

login: zhangdebo@gmail.com

password: bmq06ptv

The Flashbay customer centre will allow you to:

- Track and view real time order progress
- View past order history
- View and print 'Virtual Proofs'
- Browse and print invoices
- Make payments online
- View your account and credit status
- Auto fill 'Virtual Proof' requests
- And many more functions to come in future!

We recommend that having logged in you change your password to a memorable one.

If you did not request this password, please contact us contact@flashbay.com

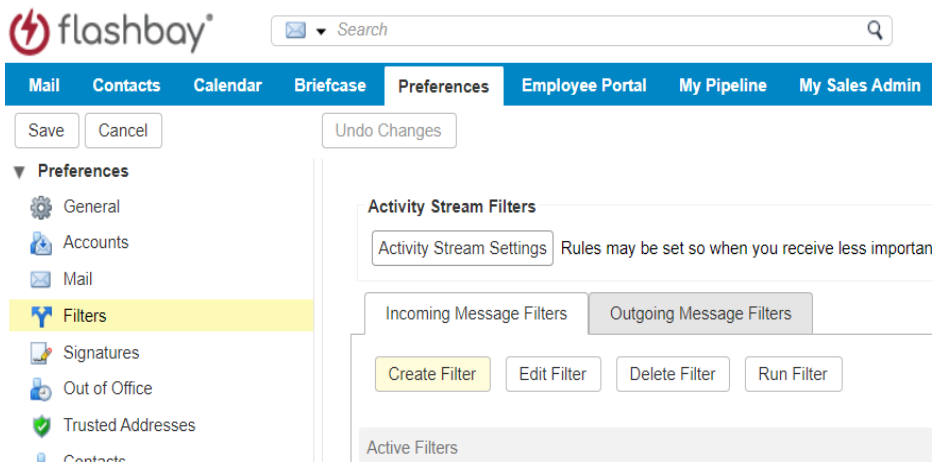
Kind Regards,

Flashbay Team

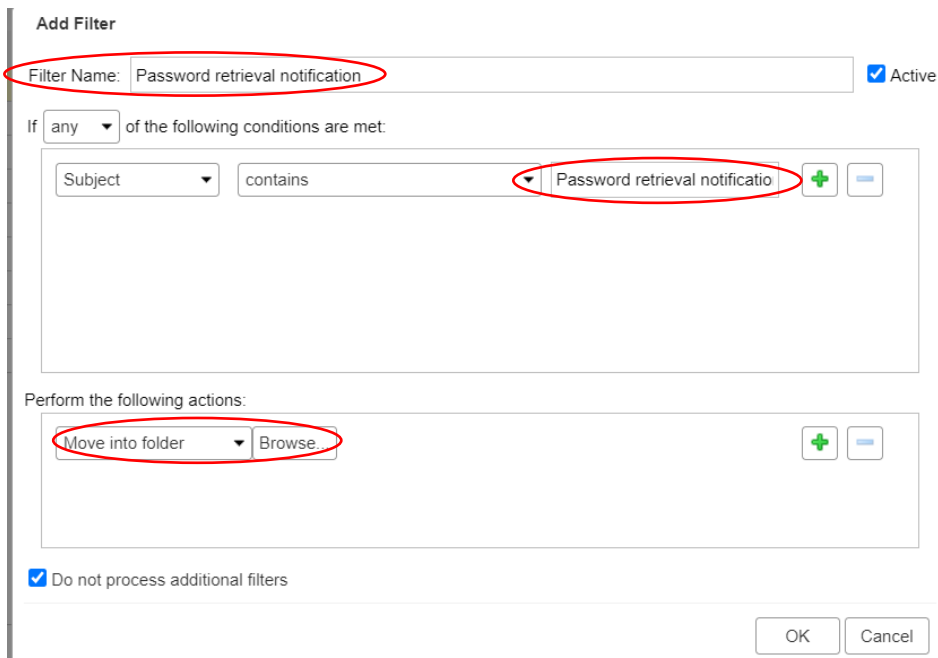
 **flashbay**

Here's an example:

- 1) You can find the filter settings in the "Preferences" tab in Zimbra.
- 2) Press Filters and Create Filter.

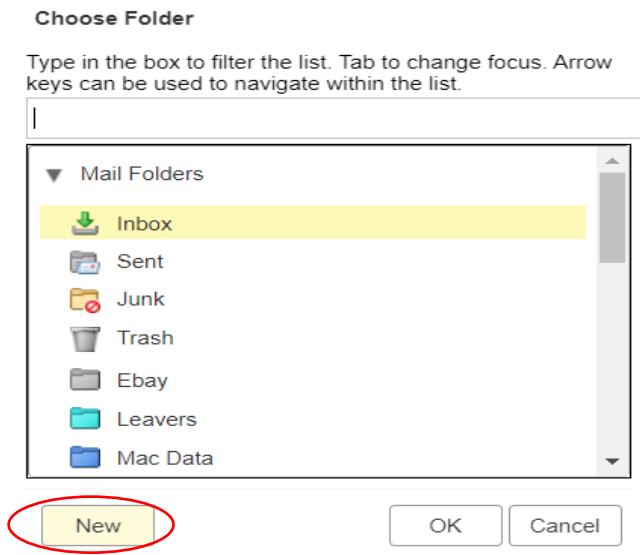


- 3) Choose a Filter Name e.g.: "Password retrieval notification".



- 4) You can now choose which filter shall be applied, in the example below we choose "If the Subject contains -> Password retrieval notification".

5) Perform the following actions: Choose “File into folder” and the press “Browse...”.



6) Choose a “New” folder and name it “Password retrieval notification”.

7) Click on OK and the filter is set up.

Telephone use

The following principles will help to ensure that all telephone communication is effective and professional:

- (a) All employees are expected to answer incoming telephone calls.
- (b) We aim to ensure that all calls are answered within 3 rings.
- (c) Answer the telephone by saying 'Good Morning / Afternoon, Flashbay, (your name) speaking, how may I help?'
- (d) Always record the caller's name and their company name so that when you transfer the call you can pass this information on.
- (e) If the person you are transferring to is busy, take notes and email to the respective Sales Account Manager the following details from customer:
 - 1) Company name
 - 2) Callers name
 - 3) Phone number
 - 4) Aim/Subject of the call
- (f) Every phone call must be accompanied with a memo email containing the key points of the conversation and the next step
- (g) Please do not conduct calls on speaker phone as this may disturb others.
- (h) Use of Flashbay's telephone facilities to make and receive urgent personal calls is acceptable. Other calls should be made from your personal mobile phone, outside the office, outside working hours.

Attention

Please do not get involved in any kind of discussions, negotiations or aftersales resolutions with customers that do not belong to your account.

This is very important as only the dedicated Sales Account Manager is aware of the full background.

Holiday and absence covers are exempt.

SNOM 820/821 phones

The phones use the latest Voice over Internet Protocol (VOIP) technology. Your call is transmitted over the internet, which keeps call costs down.

How to transfer a call to another person in the company

- 1) Inform the caller that you will be transferring their call by saying 'Please hold the line, I will try to transfer you to (the name of your colleague)'
- 2) Press Hold (the customer will hear music)
- 3) Dial the colleague's extension you want to transfer to, then press tick button
- 4) Speak to your colleague. Once they are ready press the 'transfer button' then the tick button to complete the transfer

Extension numbers?

Click here for a printable list -> [HTTPS://WWW.FLASHBAY.DE/353](https://www.flashbay.de/353)

However, we encourage you to use the phone's own directory.

- a) Pressing the top right button on the phone gives you a directory of all phone users in the company (as there are many users, this can be a bit inefficient)
- b) Pressing the 2nd top right button on the phone gives you a directory of all phone users related to your job function (e.g. those people in your sales team). This is very useful.

Note you can use the directory buttons when transferring a call if you don't know the user's extension.

Troubleshooting:

- a) Speak very closely/precisely into the handset microphone for the customer to hear you clearly. The handset microphone on the SNOM phone is designed to reduce background noise - if you hold the phone away from the mouth, customers cannot hear you easily.
- b) If your Dialpad starts outputting letters instead of numbers, you accidentally enabled this feature. Pick up the handset and press the 'ABC' or '123' button on the phone's screen until you set the Dialpad back to using numbers.
- c) If your phone does not work, email a precise description of the problem to the IT contact in your office.
- d) If the caller complains of an 'echo' effect (e.g. they say they can hear their own voice), the source is your phone. You need to reduce your handset volume using the volume button on the phone. 50% volume is a suitable setting.