

This policy outlines the acceptable use of media and social media platforms for employees, contractors, and representatives involved in energy sales in Australia. It ensures compliance with the Australian Competition and Consumer Commission (ACCC) regulations, industry standards, and consumer protection laws.

This policy applies to all employees, contractors, agents, and representatives who:

- Promote, market, or discuss energy products and services on media or social media platforms.
- Interact with customers or the general public regarding energy-related offerings.

Compliance Requirements

1 Adherence to ACCC Regulations

- Ensure all advertising, promotions, and representations are truthful, accurate, and not misleading or deceptive.
- Avoid false claims about potential energy savings, solar solutions, or environmental benefits.
- Provide clear, upfront disclosure of all terms, conditions, and costs associated with energy services.
- Do not use high-pressure sales tactics or make unsolicited calls outside permitted hours under the Australian Consumer Law (ACL).

2 Consumer Data and Privacy

- Obtain explicit consent before collecting, storing, or using customer data.
- Do not disclose or share customer information without proper authorization.
- Follow all guidelines under the Privacy Act 1988 and the Australian Privacy Principles.

3 Marketing Content

- Ensure that social media posts and advertisements clearly identify the business and include accurate contact information.
- Avoid using language that could confuse or mislead consumers about prices, contracts, or product benefits.
- Provide disclaimers where necessary to clarify promotional claims.

4 Ethical Conduct

- Treat all customers with respect and professionalism during online and offline interactions.
- Respond promptly and transparently to consumer inquiries or complaints on social media.
- Refrain from making disparaging comments about competitors or their products.

Social Media Guidelines

1 Authorized Use

- Only authorized personnel may post content related to the company's energy products or services on official social media accounts.
- Employees are prohibited from making public statements or posts that could be perceived as official company communications without prior approval.

2 Personal Accounts

- Employees must distinguish their personal opinions from those of the company when discussing energy topics online.
- Avoid posting content that could harm the company's reputation or conflict with regulatory compliance.

3 Monitoring and Reporting

- Monitor social media platforms for customer feedback, queries, and complaints.
- Report any instances of potential regulatory breaches, misleading content, or inappropriate behaviour to the compliance team immediately.

Training and Accountability

- All employees and representatives must complete regular training on ACCC guidelines, ACL, and ethical sales practices.
- Violations of this policy may result in disciplinary action, including termination of employment or contracts.

Complaint Handling

- Establish clear processes for addressing customer complaints made on social media or other platforms.
- Ensure complaints are resolved promptly and in compliance with consumer protection laws.