WhatsApp Policy & Code of Conduct

PURPOSE

This policy outlines the appropriate use of WhatsApp for communication between Enterprise4all trainers, administrative staff, and adult learners enrolled in our courses. WhatsApp will be used to facilitate course updates, address technical issues, support learners, and maintain engagement for up to six months post-course completion.

SCOPE

This policy applies to all trainers, administrative staff, and learners using WhatsApp as part of Enterprise4all's education provision.

PARTICIPATION & CONSENT

- Learners are not automatically added to WhatsApp groups but will receive an invitation to join their specific cohort group. Participation is voluntary.

- Enterprise4all may also invite learners to WhatsApp broadcast groups, where only administrators can send messages.

- Learners can opt out of WhatsApp communication at any time by leaving the group or notifying an administrator.

- Learners are asked to consent to receiving WhatsApp communications from Enterprise4all in their learner declaration.

APPROVED USES OF WHATSAPP

Enterprise4all uses WhatsApp for the following purposes:

- Providing course updates and reminders.

- Notifying learners of technical issues or lesson delays.

- A means for learners to submit visual work where relevant.

- Allow learners to ask trainers course-related questions.

- Facilitating communication between learners for collaborative learning.

- Encouraging the sharing of learning, successes, ideas, and collaboration.

- Sharing opportunities for work, new clients, and business growth.

- Keeping in touch with learners for up to six months post-course to provide additional support, job opportunities, further learning options and monitor post-course progress.

CODE OF CONDUCT

To ensure WhatsApp is a productive and respectful space, all group members must adhere to the following guidelines:

- **Respectful Communication** – Messages should be professional, supportive, and relevant to the course.
- **Encourage Collaboration** – Share learning, successes, ideas, and opportunities in a way that supports fellow learners.
- **No Offensive Content** – Inappropriate language, discriminatory remarks, or any form of harassment will not be tolerated.
- **Privacy & Confidentiality** – Personal information, private messages, or screenshots should not be shared without consent.
- **No Spamming** – Excessive or off-topic posts should be avoided.
- **No Private Messaging of Trainers/Admins Without Permission** – Trainers and admin staff should only be contacted directly if necessary.
- **Adherence to Group Hours** – Messages should be sent during reasonable hours unless urgent.
- **Reporting Concerns** – Any inappropriate messages or behaviour should be reported to Enterprise4all.

HOW TO IDENTIFY A LEGITIMATE E4A WHATSAPP MESSAGE

- Enterprise4all uses an official WhatsApp Business account linked to our office phone number 01254 693 999.
- Messages from Enterprise4all will come from this verified business account or an official broadcast group.

WHAT IF YOU RECEIVE A SUSPICIOUS MESSAGE, ABUSE, OR SPAM

If you receive a message that seems suspicious, abusive, or spam-like, do not engage.

- Report the message to Enterprise4all.
- Block the sender if they are not from the official Enterprise4all WhatsApp account.

HOW TO LEAVE A WHATSAPP GROUP

Learners who wish to leave a WhatsApp group can do so at any time by selecting the group, tapping on the group name, scrolling down, and selecting 'Exit Group'.

If additional support is needed, learners can request removal by contacting an Enterprise4all.

ADMINISTRATOR RESPONSIBILITIES

Enterprise4all staff managing WhatsApp groups will:

- Ensure groups remain focused on learning and support.
- Encourage positive engagement, collaboration, and sharing of opportunities among learners.
- Moderate discussions and remove any inappropriate content.
- Remove individuals who violate the Code of Conduct after appropriate warnings.

PRIVACY & DATA PROTECTION

- Enterprise4all will not share learners' personal data outside WhatsApp groups.
- Learners must not share personal or sensitive information within the group.
- Messages will not be monitored beyond general moderation.

BREACH OF POLICY

Failure to follow this policy may result in:

- A warning from an administrator.
- Temporary or permanent removal from the WhatsApp group.
- Further action, if necessary, in line with Enterprise4all's policies.

CONTACT INFORMATION

For any concerns, to report an issue, or to opt out of WhatsApp communication, please contact Enterprise4all's administration team at 01254 693 999 or email training@enterprise4all.co.uk.