

Media Handling Policy

Spycon Security Ltd

Purpose of this Policy

The purpose of this policy is to ensure that **all media enquiries and coverage involving Spycon Security Ltd** are handled professionally, consistently, and in a manner that protects and promotes our company's image, reputation, and relationships with our clients and the public.

Handling Media Enquiries

If a **media representative** contacts an employee, they may be seeking:

- Specific information about the company and the services we provide.
- Details about incidents such as legal or regulatory actions, accidents, thefts, arrests, employee or customer complaints, or emergencies.
- Company comment or reaction to developments in the security industry or matters relating to our services.
- Background information for community-related news stories.

Procedure:

1. **Forward all media enquiries immediately to Head Office.**
2. Employees should **not state** that they are “not permitted to speak to the media” — instead, politely explain that **company policy is to refer all media questions to the Director.**
3. Treat media representatives with the same professionalism and courtesy shown to customers and the public.
4. Inform the **Director** immediately when contacted by the media. You may be asked to assist in preparing a considered, accurate response.
5. **Do not allow media pressure** to force an immediate answer — it is always better to respond after careful consideration.

Photography and Filming Requests

When media representatives request permission to **photograph or film** within company premises or at a client site:

- Forward the request to the **Director** for approval.
- No permission will be granted without prior consultation with the **client or site manager**.
- Factors to consider before approval:
 - Will it disrupt operations?
 - Is there a company benefit to granting permission?
 - Is the facility presentable and safe to be shown?

Unannounced Media Visits

If media representatives or camera crews arrive unexpectedly at our premises or a worksite:

- Treat them professionally and politely.
- Notify the **Director immediately**.
- Do not allow them to enter without permission.
- If necessary, the Director may contact their editor or supervisor.

Filming and Photography in Public Areas

The company has **no control** over photography or filming conducted on public property (e.g., walkways, courtyards, or public car parks). Employees must **not interfere** with such activities but should ensure media representatives do not:

- Block entrances or exits.
- Disrupt normal business operations.
- Inconvenience customers.


If disruptions occur, media representatives may be informed of complaints from customers.

Seeking Media Coverage

If an employee has an idea for a **positive news story**:

- Obtain approval from the **Director** before contacting the media.
- Only the Director is authorised to approve and coordinate media coverage.
- Some stories may be better suited for internal promotion, such as in staff newsletters.

Approved by:

Signed: 

Name: Zain Saqib

Position: Managing Director

Date: 1st Jan 2025

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