



Exhibitor Code of Conduct

NAS Media Ltd

Version Control

Version	Date of approval	Date of next review	Policy owner
V1	22.9.2021	22.9.2022	NAS Media
V2	12.7.2022	1.9.2023	NAS Media
V3	19.9.23	1.9.24	NAS Media

Purpose

The purpose of this Code of Conduct is to:

- ensure the safety and wellbeing of children and young people is paramount when adults, young people or children are using the internet, social media, or mobile devices, or attending a face-to-face event hosted by NAS Media Ltd
- provide exhibitors with the overarching principles that guide our approach to online and face-to-face safety
- ensure that, as an organisation, we operate in line with our values and within the law in terms of how we use online devices, and moderate face-to-face events

The Code of Conduct aims to help protect children and young people from abuse and reduce the possibility of unfounded allegations being made.

NAS Media Ltd is responsible for making sure everyone taking part in our services has seen, understood and agreed to follow the Code of Conduct, and that they understand the consequences of inappropriate and harmful behaviour.

Application of the Code

This Code of Conduct applies to all exhibitors involved in any of NAS Media Ltd events whether delivered online or face to face.

A child is someone up to the age of 18 years.

Legal Framework

This Code of Conduct has been drawn up on the basis of legislation and guidance that seeks to protect children in England. Summaries of key legislation and guidance are available on:

- *online abuse*: <https://learning.nspcc.org.uk/child-abuse-and-neglect/online-abuse>
- *bullying*: <https://learning.nspcc.org.uk/child-abuse-and-neglect/bullying>
- *child protection*: <https://learning.nspcc.org.uk/child-protection-system>

Our commitment

At NAS Media Ltd we believe that:

- ✓ Children and young people should never experience abuse of any kind.
- ✓ Children should be able to use the internet for education and personal development, but safeguards need to be in place to ensure they are kept safe at all times.
- ✓ We have a responsibility to promote the welfare of all children and young people, to keep them safe and to practice in a way that protects them.
- ✓ The welfare of children is paramount in all the work we do and in all the decisions we take. All children, regardless of age, disability, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation have an equal right to protection from all types of harm or abuse.

Exhibitor Responsibilities

As an exhibitor, you must:

- Appoint, and make the Event Organisers aware of, somebody who will ensure that conversations between attendees and stand representatives are on-topic and appropriate if the event is being run online or face-to-face. They will have the ability to delete any inappropriate messages, if online. This can be someone who is also answering messages from attendees simultaneously.
- Read and understand the summaries of the legislation and guidance regarding children's online safety if relevant. Follow the links in the previous page to find this information.
- Accept full responsibility for your stand representatives.
- Acknowledge that stand representatives hold a position of authority over students, regardless of the stand representative or student's age. This includes where stand representatives may be young adults themselves and not necessarily think of themselves as being in a position of authority.
- Note that conversation between stand representatives and event attendees must be kept professional at all times. If the event is happening online then messages and conversations will be continuously moderated by the Event Organisers. Inappropriate messages will be flagged, deleted and reported.
- Understand that any inappropriate/sexual/violent language will be flagged, deleted and reported if the event is online.
- Stand representatives should not have physical contact with visitors at live events.
- Ensure that stand representatives NEVER ask for an attendee's personal information, including social media handles. Only ask for the QR code at live events.
- The information of all the attendees that have shared their QR code with you and your stand representatives will be available to you within 3 working days of the event by the Event Organisers.
- Ensure that stand representatives NEVER share their own or their colleague's personal contact information, including personal social media handles. Any company contact information, including stand representative's professional emails, should be visible somewhere within the online profile and available to hand out or share at the face-to-face event.
- Ensure that if a young person finds a stand representative's social media and uses it to DM them regarding a potential opportunity, it should be reported to somebody else within your organisation who should contact the young person using only the email address provided by NAS Media Ltd.
- Ensure that links, documents and videos that are attached to your online profile and/or referred to on your face-to-face stand are suitable and relevant for an adolescent audience.

- Complete the fields and/or build of your online/website profile within deadlines set to allow time for moderators to check that all content is appropriate.
- Understand that the visitor information provided to you by the Event Organisers and/or the trusted App partner must only be used professionally to communicate about apprenticeships or enrolment into your organisation and not shared outside of your organisation.

Breaches of the Code

All exhibitors and stand representatives should note that breaches of this Code of Conduct will be taken seriously to ensure the safety of all visitors at our events. Inappropriate behaviour that contravenes the Code will not be acceptable and will be reported to respective organisations/educational establishments and may have to be reported to either the police, childrens' social care or the NSPCC if falls within the definition of a safeguard, if it falls within the definition of a safeguarding concern or allegation.