

## Internet and marketing asset preservation policy

### Why this is important

It is important for us as an organization that wants to survive the individual people who have created and are still building the organization, that all our activities, infrastructure and marketing energy is put into assets that are only owned and maintained by the organization as a whole and not individual people or partner organizations.

If we do not protect assets, we will eventually lose energy/assets that we put into the organization, be it by accident or even from people who intentionally leave the organization and take the assets with them.

We can't afford to be nice and assume the best of everyone, just because we are a non-profit organization. We owe it to our self and all the other people who work for and trust this organization that we protect all assets that belong to it.

### Internet domains usage

All internet domains must be owned and controlled entirely by DDI, before they are used in any way for official DDI communication, including but not limited to websites, country specific websites and e-mail.

If at any time anyone associated with DDI buys a domain with wording that can be understood as being an official DDI internet domain, they must immediately give ownership and full control to DDI as an organization. If they do not comply with this, the domain is not to be used in any way or form. If the domain is used and ownership is not transferred, DDI must distance them self publically from the domain and the people associated with it, as this should be treated as a hostile takeover of DDI reputation.

### Country specific domains and websites

We do own several domains for multiple countries already and will happily put them up as aliases redirecting to our current website, if they are controlled by DDI. But there must be a very compelling reason for us to start using new domains as this will increase the administrative burdens of keeping multiple websites up to date and live. It will also remove reputation from our main website, which is not in the organizations best interest. (i.e. Padi.com is very high in all search engines, but padi.de is not!)

We also have previous experience with websites with multiple languages. This is something we would like to have again in the future, but it does require a huge effort from the new languages to ensure all material in English is also available in the "second" language, before adding language specific material. Having a language specific website that is not maintained 100% will hurt the credibility of the website and organization more, than the positive of having more languages.

We will only add languages if there is an explicit need forcing us to do so, and we have the people to maintain the language specific website with at least the same effort as our main website. When we do add a language, we will do so under our current main domain, but clearly separated.

For DDI as an organization, the best we can do is to ensure that all our website activity is maintained in a central place (and single domain), with a uniform and professional level.

## Facebook is almost more important than our website

Facebook and other social websites are a good place for us to connect with our members, divers and other people willing to help us as an organization. All official DDI pages must be owned and controlled by DDI as an organization, as this is not entirely possible considering how Facebook works, at least the page should contain 2-3 members of the board as administrators and the “admin owner” should be a DDI board member.

Because of the very personal connection in Facebook, it is important for us to remember that we still work for an organization. We must remember to communicate in DDI related groups, and pages with a professional and positive attitude.

When using Facebook as our own identity, personal comments and fun and games are of course not a problem, but we should consider that our behavior will get tied somehow into our DDI profile. Self-censorship is not something that we encourage, but we must be aware that our actions may have implications to DDI and therefore also on our own relationship with DDI.

It does however become even more important when using Facebook as DDI, DDI pages and/or admins of DDI groups (therefore also considered as official DDI identities). Then it is **required** that we use self-censorship, all our statements/comments automatically become the voice of DDI without the usual review made by the DDI board. This means that all non DDI related comments, messages and statements made with one of these “official” identities should be avoided. This is especially true and important for content that easily offends, i.e. political, sexual, racial and religious content.

Even if viewpoints are valid and we all might agree to them, we should not voice them with our DDI positions as it may not be for the best for DDI. We might support cases as DDI, but then it will be a case that is approved by the board.

## E-mail ownership

If you receive e-mail on a DDI e-mail account, DDI e-mail address or in any other way on behalf of DDI, all your e-mail correspondence belongs to DDI. This is general practice of most large organizations ensuring that no matter what happens, the organization is always able to open and use company related e-mails. In general e-mail is not actively monitored and no regular e-mail user can read others' accounts. It is however always possible for IT administrators to open, close, lock, restore, backup, and change e-mail accounts as needed. Please do not use your DDI e-mail account for personal communication that is not to be read by DDI IT staff.

By using our DDI company e-mail address you also acknowledge that it belongs to DDI. If you do not consent for DDI staff to have access to your DDI e-mail, please do not use your DDI e-mail account and inform us as soon as possible to close down the account.

### **Feel this is unfair?**

It is quite normal and common to feel deeply about the work you do as a volunteer, why else would you do it in the first place? After having invested hours, days and months into your work, material, manuals, website, facebook, e-mails, relations or another part of DDI, it is also normal to feel ownership and pride in that work.

Before you even start doing work for DDI, remember that you are giving all your work in its entire form and shape to the DDI organization, without any claim, royalty free and you may not even be recognized for it. We all accept this when we start doing the work.

Your name will be placed where appropriate as an author, you may receive an appointment for a time being, your name may be on a website or a facebook page, but it is all temporary. In the end we do this for something greater than our own fame, and we accept that we may or may not be a part of this organization for ever.

### **Only as a team do we grow**

We do expect that new people will come along and want to improve on the existing website, facebook, and other media, and we do encourage this if they are willing to be part of a team working on it together. But we do not allow individual websites, pages, or other media, that we can't control in X number of years or when people part ways or the "worst" happens. Because we are a non-profit volunteer run organization, it is important that we always protect the organization and its assets, regardless of personal investment.

### **We would really like your help**

If you do feel like you have energy and ideas for websites, texts, material, language translations, etc. Please let us know what you are interested in doing and we can talk about all the details of how, who, when, etc.

You know how to get in touch with us.

### **Help us protect DDI for today and for tomorrow!**

Make sure DDI has a professional appearance that will attract more organizations, instructors, volunteers and ultimately get more disabled divers in the water.

Make sure that not one single asset that we invest into is not owned, controlled and administrated by DDI.

Make sure we do not have individual people taking over the DDI brand for personal gain.

Protect DDI and DDI assets – this will protect all the work you did!