



D11 Virtual World Guidelines

1. **Engage:** D11 encourages its employees to responsibly explore – indeed, to further the development of – new spaces of relationship-building, learning and collaboration.
2. **Use your good judgment:** As in physical communities, good and bad will be found in virtual worlds. You will need to exercise good judgment as to how to react in these situations – including whether to opt out or proceed.
3. **Protect your – and D11’s – good name:** At this point in time, assume that activities in virtual worlds and/or the 3D Internet are public (open and visible to all) – much as is participation in public chat rooms or blogs. Be mindful that your actions may be visible for a long time. Protect your own privacy. With personal social media, don’t connect with students. Separate your personal life.
4. **Protect others’ privacy:** It is inappropriate to disclose or use D11’s or our students’ confidential information – or any personal information of any other person or company (including their real name) – within a virtual world.
5. **Make the right impression:** Your avatar’s appearance should be reasonable and fitting for the activities in which you engage (especially if conducting D11 business). If you are engaged in a virtual world primarily for D11 business purposes, we strongly encourage you to identify your avatar as affiliated with D11. If you are engaged primarily for personal uses, consider using a different avatar.
6. **Be truthful and consistent:** Building a reputation of trust within a virtual world represents a commitment to be truthful and accountable with fellow digital citizens. You may be violating such trust by dramatically altering your digital persona's behavior or abandoning your digital persona to another operator who changes its behavior. If you are the original creator or launcher of a digital persona, you have a higher level of responsibility for its behavior.
7. **Be a good 3D Netizen:** D11ers should be thoughtful, collaborative and innovative in their participation in virtual world communities – including in deliberations over behavioral/social norms and rules of thumb.
8. **Don’t play virtual games:** Farmville, Farmtown, Mafia Wars are great to play at home but eat bandwidth in the office.
9. **Know we track usage.** At any time, at the request of a supervisor, we can pull all internet usage by employee.

Email Guidelines

1. **Using personal email for business purposes:** Business and personal email get blurred at times. Be careful what you send from where.
2. **Don't open attachments from people you don't know:** This applies to personal as well as business.
3. **Don't forward chain emails:** Some are very funny, but not appropriate in the office.
4. **If it sounds too good to be true:** It probably is SPAM or a SCAM.
5. **Report Suspicious Emails:** To the Support center so we can investigate and block SPAM if necessary.