This Rules/Policy document is provided to you and your organization as a starting point or maturity checkpoint for existing rules/policies. It is brought to you on behalf of Jim McConnell, Principal Owner, and Ask McConnell, LLC – A Converged Security Services Provider. The content is not meant to cover every circumstance, industry, law, regulation, contractual requirement, threat, environment, or risk, but it provides an easy, defendable, highly accountable starting point for any organization. Please consult with your legal counsel and insurance provider about added requirements. If you know of peers that you think would find value in these resources, please have them contact us. These will be updated on our website regularly. We are not legally protecting these documents; we just ask for credit, shout-outs, and referrals if you find them helpful. If you have recommended updates, we are all ears. And if you need Converged Security Consulting and Training, please reach out, we would be honored to serve you and your organization.

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Information Security for Podcasts and Speaking Events

Updated: 20 July 2025

There are several types of "external" communication situations where information security needs to be reiterated and planned for before committing to the event:

Speaking on a Podcast / Webinar / Live Event:
 A. You are representing yourself / outside role, and there is no nexus to our organization
 B. You are representing yourself / outside role, but the host has requested you because you work for our organization
 C. You are discussing your expertise, but there is no nexus to our organization
 D. You are discussing your expertise, but the host has requested you because you work for our organization
 E. You are discussing your expertise and presenting as a representative of our organization without using the organization's non-public information
 F. You are discussing your expertise using the organization's non-public information, and your are presenting as a representative of our organization
 G. You are discussing the organization's product/services/expertise using the organization's non-public information, and you are presenting as a representative of our organization
 H. Other unique combinations (e.g., international audience, live, recorded, onsite, etc.)

Rules

- I will report security incidents, concerns, vulnerabilities, and threats to my supervisor or organization's Ethics Hotline as soon as possible and safe, but if they are not available and I feel unsafe, I will contact law enforcement.
- I will engage legal, marketing, communications, information security, and personnel/event security teams when asked to participate in these types of events.
- I will require the host to support editing of any recordings before committing to participate in the event.
- I will review any recordings and show notes, or distributed resources to verify that all information security rules are followed.
- I will honor our organization during the event and not negatively disparage/impact the brand or any personnel or other elements of the organization.
- I will not use organizational technology except a clean thumb drive to connect to the host's presentation capabilities.
- I will not provide any personally developed resources unless approved by the organization, and the resource(s) are clearly identified as my own.
- I will not promote competitor products or services
- I will not disparage/impact the brand of any competitor's products or services
- I will not solicit business for personal gain, whether for pay or pro bono, without preapproval from the organization's Legal team.

Signature Note: I am a huge fan of wet signatures on these types of documents for accountability and investigation reasons. So you can add the parts below to each rule/policy document or have a collective wet signature and references in the Security Agreement document, located on the same webpage you got this rule / policy from. Organizational preference.

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Print Full Legal Name

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(Blue Ink) full Legal Name Signature
Style of signature must closely match Driver's License

_____

Date