

Ethical and Legal issues in Business Communication

Ethical Issues

Companies have a responsibility to develop codes of conduct and ethics that every member of the organization must adhere to and implement. Key business ethical issues include promoting integrity-based behavior that generates trust, but more sophisticated issues include assimilating diversity, sympathetic decision-making, and compliance and governance consistent with the core values of the company.

1. Diversity Issues

Your current and prospective representatives are a different group of people who have the right to take into account differences when working in your business. The ethical response to diversity begins with employing a diverse workforce, imposing equal opportunities in all training programs and is achieved when every employee is able to enjoy a respectable work environment that values their contributions. A greater appreciation of the commitment of each actor is a key component of your business's prosperity.

2. Fundamental Issues

The most important ethical or fundamental issues companies might face are integrity and trust. A basic understanding of integrity includes leading your business with originality and a commitment to treat each customer appropriately. While customers believe the company is showing an uncompromising duty to trained ethical business, it can create an unnatural state of trust between the company and the people it looks to serve. The trust relationship between you and your customers may be a major factor in your company's prosperity.

3. Decision-Making Issues

A useful way to explore ethical dilemmas and define ethical business paths includes collecting facts, evaluating any alternative actions, making a decision, testing fairness of decisions and thinking about the outcome. Ethical decision-making processes should focus on protecting the rights of employees and clients, ensuring that all business operations are fair and equitable,

protecting the public interest, and ensuring that individual workers' values and beliefs are protected.

4. Compliance and Governance Issues

Organizations are relied upon to fully comply with environmental laws, government and state security guidelines, financial and tax detail rules and all related social equality laws.



5. Security Information

Much of the information security management focuses on digital data; however, the subject also covers records and knowledge management. It is important for companies to provide the right

information when they need it, in order to make good business decisions. For this reason, many companies retain their information about IT systems, but as technology becomes more dependent, the risks posed by system failures and malicious attacks for example viruses increase. IT security policy must take into account common risks to the information on which their business depends. This policy may include a secure login limitation for the use of IT systems and controls that limit access to information.

6. Health and Safety

Computers are not likely to be dangerous in themselves; they can be used in ways that can be dangerous to employee health. Many office workers spend much of their time working on their desks on a computer. Poor posture, incorrect position of equipment, and exposure to repeated stress injury are health and safety hazards employers must take seriously.

Health and Safety Laws, Health and Safety Management at Work, and the provision and use of work equipment regulations and workplace legislation all work to legalize the use of computer equipment and companies will have to take these matters seriously or face penalties.

Employers need to make regular assessments of workstations to ensure that computer screens are at the correct level, etc. If the employer suffers from repeated stress injuries, he may be provided with comfortable equipment.

7. Business Continuity Plans

These are the steps that the company takes to ensure that it is able to escape the worst-case scenarios. One step in this program may include making regular backups of its information. The company may consider environmental factors such as accidents or natural disasters such as floods or fires. As a result of this plan, employees may need to change the way they work - for example, storing information on a central server instead of a personal hard drive.

Legal Issues

Business communication can take many forms, including sales presentations, marketing messages, press releases and even company meetings, depending on the audience and medium of communication. Business communication competencies tend to focus on building relationships

and achieving fruitful results, but the legal aspect must also be taken into account. The law strictly regulates some areas of commercial communication, while others can lead to potentially harmful civil lawsuits. Understanding the legal framework in which staff works is essential for entrepreneurs, managers, and frontline employees.

1. Disclaimers

Product and service disclaimers protect companies from potentially harmful litigation in the event of misuse or misunderstanding by customers. Court disclaimers can be used to demonstrate customer warning of danger and risks before using a product or service. Disclaimers can be found in a variety of media, including product packaging and commercials, or even in sales conversations.

2. Disclosures

Legal disclosures are similar to a disclaimer, but are less specific. Although a disclaimer is a form of disclosure, other types of disclosures can also be of legal significance. The non-disclosure agreements deal with legal disclosure in another way. In non-disclosure agreements, one party agrees to refrain from sharing ownership information outside of a contractual relationship.

3. Marketing Communications

Advertising and sales communications must follow legal guidelines for honesty and accuracy. According to the Small Business Administration overview of Advertising and Marketing Law, advertising claims must be honest, not deceptive, and based on factual evidence. According to the same overview, the Advertising and Marketing Act extends to the regulation of certification, product approval, advertisement for children, claims of environmental responsibility and domestic production claims. The FTC also strictly regulates direct marketing activities, including telemarketing and email marketing.

4. Reporting

Financial reporting can be considered a form of business communication, as it involves providing formal information to investors, regulators, and the general public. The use of

deceptive accounting practices to mislead the company's finances is a heavy legal matter that is likely to lead to lawsuits, fines, or even criminal charges, not to mention damaging the company's brand reputation. This is one of the most organized areas of business communication, and is especially important for companies that are publicly traded.

5. Internal Communications

Commercial communication deals equally with internal dialogues, such as communication with external stakeholders. The Equal Employment Opportunity Commission and the Ministry of Labor organize issues such as harassment, threats, hostile work environments, and unfair communication with employees. Individual states also enforce their own internal communication regulations across state agencies, such as the California Department of Employment and Fair Housing.