

Internet Access Communication (Directors & Above)

Recently, we announced that Internet access would be available to all QVC People who have a valid logon ID. Many of you have been requesting this for some time, citing best practices used in other companies. We listened and are pleased to share that Internet access will be available today.

This decision goes a long way toward Building Our Organization by enhancing our Culture and Communication. Access to the Internet allows team members with workstation computers to view the live show online. This capability keeps them connected to the business and, as an added environmental benefit, helps QVC eliminate the power needed for workstation televisions. Also, the Internet has become an important resource for businesses and their employees, much like the telephone or the personal computer. The web is a valuable tool that gives professionals access to more information and helps them make informed decisions. Finally, automatic access improves efficiency by eliminating the need for Internet access requests; saving all of us from a time-consuming process.

Along with Internet access, we're also giving our team members the responsibility and accountability to use it properly. As you might expect, other companies have reported inappropriate use with a small percentage of their employees. While there is always that risk, our team has consistently shown good judgment in the past, and we expect the same in this situation.

Before we communicate this change company-wide, I want to share some details with you and anticipate some questions you and your teams might have. If you need more information, please contact me at your earliest convenience.

When will this happen?

Today, January 28, 2008.

Who will have access?

Any associate with a valid logon ID and a workstation PC that is Internet-ready. The best part is...the days of Workstation Requests (WSRs) for Internet access are over.

How will QVC People be able to access the Internet?

Workstation PCs, laptops, plus general-access computers in break rooms, libraries, etc. They will not be able to use department workstations that are used for business purposes (e.g. monitoring consoles, application interfaces, system consoles, etc.).

How will this be communicated to QVC People?

We'll release an announcement in the Internal Communication database, the myQVC *In the Spotlight* portal, and Communication kiosks.

What are the advantages of giving our team members Internet access?

We're helping our associates live the 3Es every day by giving them easy access to our product. By staying connected to the live show, they'll better understand how what they do affects our customer. Plus, from an environmental perspective, viewing QVC on one electronic resource means we don't need to use additional power for workstation televisions.

Also, the equipment and software are already in place to allow Internet access, so there's no additional cost to the company.

How should QVC People view the QVC broadcast?

They should go to the myQVC home page (click the camera icon in the top right corner). Our show can also be seen on QVC.com, but because of network demands, myQVC is preferred.

What are my responsibilities for monitoring Internet usage of my team members?

The Internet is like any other workplace resource (e.g. the telephone). You should be aware that these resources are being used for business purposes.

Are there guidelines for Internet usage?

Yes. QVC policies regarding the use of business assets apply. I encourage you and your team to refer to the Human Resources Policy Manual under **Computer and Electronic Communication (1.16)**. A few key policy points to keep in mind are:

- Resources such as the Internet, telephones, and computer systems are intended for business purposes.
- QVC can monitor these resources for appropriate reasons.
- QVC People should follow the policy regarding the transmission of personal or other non-business-related messages with these resources.
- Team members should not conduct or discuss QVC business with personal e-mail accounts, instant messaging, blogs, forums, wikis, etc.

Are there any safeguards in place?

Yes. Our software tool blocks sites unlikely to be used for legitimate business purposes or that are otherwise objectionable (e.g. gambling, pornography, violence, etc.). Keep in mind that this tool is flexible and can be updated as access needs to be modified.

Who decides which sites will be blocked?

With help from the Legal department, Human Resources will use their best discretion to give our associates the broadest Internet access possible and limit unauthorized sites.

What will happen if a team member tries to access a blocked site?

A pop-up window will appear alerting him/her that the request has been denied along with a policy justification.

What if I suspect a team member is abusing his/her Internet privileges?

You can contact Human Resources for appropriate action.