



# APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

## Confidentiality and your employees

No company wants to lose its valuable sensitive information to a competitor, potentially creating negative client situations and compromising future growth. The vigilant protection of company information is an issue that

needs to be discussed with employees during their employment and, more especially, as they are leaving your employ. What practical and legal steps can you take to guard your company's secrets?

### Start at the beginning

The best time to have an employee agree to confidentiality obligations is right at the time of hire. Managers (or HR professionals) should have employees sign a confidentiality agreement unless they have already signed a document with confidentiality provisions during the interview process.

At times, it may also be desirable for a company to require stronger post-employment restrictions, such as non-compete obligations, on a key hire. In most states, non-

compete agreements are fairly routine. For example, in California, the conventional wisdom is that enforceability is limited—which is generally true. There is, however, some belief for enforcing agreements that do not actually prevent that restricted employee from earning a living within his or her field. What are trade secrets, really?

The core of confidentiality obligations is the protection of trade secrets. While many states have statutes to help protect trade secrets, specific confidentiality provisions in the terms and conditions of employment re-enforce those protections, calls them to the employee's attention, and binds the employee to them using the employee's signature.

A trade secret may consist of any formula, pattern, device, or compilation of information which is used in one's business and which gives the employer an opportunity to obtain an advantage over its competition. Generally, a trade secret is a process, device, or information intended for continuous use in the operations of the business.

Trade secrets can include customer lists, pricing structures, business strategy, marketing plans, financial information, product development strategy, intellectual property, current and anticipated research and development, and inventions. Following are some questions that should clarify if you're not sure if some information, a device, or a formula constitutes a trade secret:

- ▶ Is the information known outside of the employer's business?
  - ▶ Is the information known by employees and others involved in the business?
  - ▶ What measures does the employer take to guard the secrecy of the information?
  - ▶ What is the value of the information to the employer and to the competitors?
  - ▶ What is the amount of effort or money expended by the company in developing the information?
  - ▶ How easily or readily could the information be obtained by a competitor through an independent source?
- Note that trade secrets need not be technical in their nature. Market-related information and documents may be deemed to be trade secrets, and thus confidential.

### Is a customer list a trade secret?

Though very important to every company, customer lists may or may not be considered a trade secret protected by confidentiality obligations. If the customer list contains specific customer information such as the key contact person, particular needs or requirements, or other information about customers that would be advantageous in the business but not publicly available, then such lists should be considered a trade secret and receive protection accordingly.

Some practical ways to protect corporate assets

Employers should disseminate to their employees a written trade secret policy that specifically identifies customer information, anticipated R&D projects, pricing, and other similar items as trade secrets. Most trade secrets are documented in some fashion, whether in paper files or computer disks. Here are some suggestions for keeping trade secrets:

- ▶ If it's a trade secret, label it! Mark confidential documents with the words CONFIDENTIAL or TRADE SECRET. But be selective. If all documents or files are labeled secret, even those that are not, the label may lose its effectiveness.

▶ Do not distribute confidential documents beyond the pool of people who need to see them.

▶ Securely store your documents and protect them from inappropriate access and disasters such as fire.

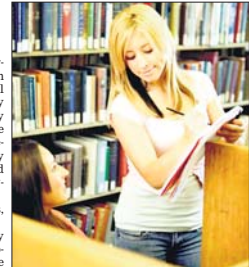
▶ Back up your computer information, and keep the duplicate files secure.

▶ Shred documents before discarding them.

▶ Erase boards and destroy flip charts after meetings.

▶ Collect all excess documentation after meetings.

With the increasing use of e-mail, intranets, and portals, companies also need to set up appropriate policies for technology security, including hardware, software, and data. Using firewalls to protect Internet access, employing reputable encryption programs on e-mail, restricting access to servers, and developing sophisticated database security protocols are all valuable steps in ensuring that electronic copies of trade secrets are not deliberately or inadvertently released.





Expolanka Freight is the top most truly Sri Lanka freight and logistics company spanning the globe across 18 countries with 46 overseas offices. The company has a track record spanning 27 years in business. In its expansion process Expolanka Freight, Colombo is keen in exploiting the vast potential in project cargo movements to and from Sri Lanka with the governments initiative for unprecedented National Development.

## VACANCY

### DIRECTOR

### PROJECTS CARGO LOGISTICS

We are looking for a senior position of Director Projects Cargo Logistics to give new leadership and dimensions to its already established Project Cargo Logistics division.

The Candidates should necessarily have exposure to large projects involving freight forwarding and logistics, from conception to commissioning with the right connections and aptitude that it takes. The individual should be of high business acumen and dependability. A self-disciplined candidate with passion and endurance to see to realization of successful deliverance of what is promised to the customer at a profit is in the offering. Skills in negotiations, presentations and dealing with local and overseas suppliers, contractors and service providers are a must.

An attractive and negotiable remuneration package that will commensurate to the candidate between qualifications and experience is in offer. Applications are preferred via email to [careers@expolanka.com](mailto:careers@expolanka.com) indicating 02 non related referees. We will be corresponding only with applicants short listed for interviews.

Head of Group HR,  
**EXPOLANKA FREIGHT (PVT) LIMITED**  
No. 10, Milepost Avenue, Colombo 03  
[www.expolankafreight.com](http://www.expolankafreight.com)

Expolanka founded in 1978 is a leading Sri Lankan conglomerate operating in 18 countries, with diverse business interests in Transportation, Manufacturing, International Trading, Aviation and Strategic investments



Expolanka Freight (Limited) was founded in 1978 and has emerged as Sri Lanka's leading provider of freight forwarding & supply chain management solutions with a strong focus on the Indian sub-continent, Africa and the Middle eastern regions where our expertise and the experience is widely recognized.

## CUSTOMER SERVICE

### COORDINATOR / EXECUTIVE

The Key responsibilities for the role are :

- Be a proactive interface between the customer and the organization
- Monitoring performance and processes, and assisting in service and process enhancements
- Monitor status of shipments, Analysis of customer complaints and assist with rectification processes.
- Handle key customers and build a strong relationship with the customer

To be successful in this role, you should possess :

- ☑ Excellent and fast communicational skills
- ☑ Computer literate
- ☑ Knowledge and work experience in the logistics and transportation trade. Experience in Customer service in a forwarding company itself will be an added advantage
- ☑ Sound analytical mind, decision-making and interpersonal skills
- ☑ Minimum educational qualification of GCE A/L
- ☑ Age preferably below 30 years

Please forward detailed CV, including the names and details of two non-related referees to [careers@expolanka.com](mailto:careers@expolanka.com)

Expolanka founded in 1978 is a leading Sri Lankan conglomerate operating in 18 countries, with diverse business interests in Transportation, Manufacturing, International Trading, Aviation and Strategic investments

Wijeya Newspapers Ltd., the leading newspaper group in the country is looking for energetic males and females to fill vacancies in the Advertising Department.

## FREE-LANCE WRITERS

- \* Be below 40 years of age.
- \* Have a good educational background along with professional qualifications
- \* Exceptional skills in English.
- \* Enthusiastic driven and talented.

Competitive free-lance rates offered, for the selected candidates.

## GRAPHIC DESIGNERS

- \* Be below 22 years of age.
- \* Have passed G.C.E. (A/L) with minimum 03 passes.
- \* Exceptional background in graphic designing using illustrator, Photoshop, Coreldraw and quarkXpress.
- \* At least two years experience as a graphic designer in a reputed company.

An attractive salary and other perks above industry standards offered for the selected candidates.

Send or e-mail your resume with contact details to reach us within 7 days of this advertisement to,



The Advertising Manager,

**Wijeya Newspapers Ltd.,**

No. 48, Park Street, Colombo 02.  
Fax: 011-2448323

or  
email to: [sta@wijeya.lk](mailto:sta@wijeya.lk)



## ONLY FOR CHALLENGE SEEKERS !



Wijeya Newspapers Ltd., the leading newspaper group in the country and publishers of Lankadeepa and the Sunday Times is looking for energetic males and females to fill vacancies in the Advertising Department.

### MARKETING EXECUTIVES

Be below 25 years of age.

Have a good educational background along with professional qualifications.

(School leavers with an exceptional background and good track record also may apply)

Be well conversant in both Sinhala & English languages.

Be good team players, ready to work hard and smart.

The selected candidates will be offered an attractive salary + handsome incentive.

E-mail your resume to reach us within 7 days of this advertisement to:

[educationtimes@wijeya.lk](mailto:educationtimes@wijeya.lk)

