

606 BUSINESS CARDS:

- I. PURPOSE: This policy sets forth standards and procedures for the appearance and use of employees' business cards during official departmental matters.

- II. DISCUSSION: Tampa Police personnel interact with members of the public during the performance of their duties, and this interaction frequently requires providing citizens with such information as employee names, incident numbers, and department contact information. It is essential that this information is readily available to citizens and can be consistently provided by employees.

- III. DEFINITIONS:
 - A. Generic Business Card: A business card featuring a design approved by the Chief of Police that has blank spaces for the employee to write their name, contact information, and a report number. This card will also feature the address and phone number of the three District offices and Police Headquarters, along with the departmental mission statement and citizen survey link.

 - B. Personalized Business Card: A business card that contains the personal contact information of an individual employee.

- IV. PROCEDURE:
 - A. Issuance of business cards:
 - 1. District Support Specialists and Office Support Specialists shall ensure that a sufficient number of generic business cards are in stock so that employees have an appropriate supply to use during their shifts.

 - 2. Personalized business cards of a specific design may be issued to designated employees with the approval of the Chief of Police.

 - 3. Employees may purchase their own personalized business cards, provided they comply with the requirements of this policy.

 - B. Content of personalized business cards:
 - 1. The following information must be included on personalized business cards:
 - a. The name of the Tampa Police Department;
 - b. The name and rank of the employee;
 - c. The email address, work telephone number, and work address of the employee;
 - d. At least one approved graphic outlined in Section 3 of this policy.

 - 2. The following information may be included on personalized business cards at the employee's discretion:

- a. The cellular telephone number of the employee;
 - b. The fax number of the employee;
 - c. The phone number to Tampa Police Communications, or 911;
 - d. The employee's designated assignment, division, unit, or squad;
 - e. The badge or identification number of the employee;
 - f. Links to the Tampa Police Department website or official social media pages;
 - g. The Tampa Police Department's mission statement and/or core values;
 - h. A designated section for an incident number or other notes to be written;
 - i. A link or QR code to the department's citizen survey.
3. The following graphics may be included on personalized business cards:
- a. The Seal of the City of Tampa;
 - b. The badges of the Tampa Police Department;
 - c. The patches of the Tampa Police Department;
 - d. Approved logos for specialty units and teams;
 - e. If assigned to a multi-agency task force and with the approval of the task force commander, the logo or badge of the task-force or parent agency;
 - f. Background graphics explicitly related to the Tampa Police Department approved by the employee's Division Commander.
4. No other content may be included on personalized business cards without the approval of the employee's Division Commander.

C. Use of Business Cards:

- 1. Employees shall carry or otherwise have readily available a sufficient supply of either generic or personalized business cards while on-duty.
- 2. Employees shall provide business cards upon request.
- 3. Employees whose personalized business cards do not contain a link to the citizen survey must also provide a generic business card with the survey's link.