

Social Media Policy

As an employee of The Company, you are a natural extension of our brand, our culture, our values, and our solutions. You are an ambassador for the company and for that reason we encourage the use of social media as it relates to your work at The Company. Whether adding your voice and expertise to industry discussions on LinkedIn, Facebook, or similar sites, or if you are posting images from a trade show The Company is sponsoring or participating in on Instagram and Twitter, we hope you will make good use of social media to promote both yourself and the company.

However, social media also presents certain risks and carries with it certain responsibilities. When improperly used, social media can have a negative impact that is just as (if not more) powerful as its benefits. This policy is aimed at providing you with guidance for the use of social media as an employee, and as an ambassador, in a way that is beneficial for everyone.

It is important to remember that while The Company encourages your use of social media to support the business and your work, any comments you make about The Company or our industry, even outside of business hours, will reflect on your employment with The Company.

To protect you professionally, and to safeguard The Company's reputation, the following outlines some of the "Traits of a Social Media Ambassador" that the company endorses, and provides specific information regarding your rights as an employee of The Company with respect to your online persona.

Traits of a Social Media Ambassador

Honest – always be truthful in your online conversations. Refrain from misleading others in your posts about information about the company or the specific type of work that you are involved in for The Company.

Genuine – when commenting on something relating to The Company, always be up-front about who you are and that you are an employee of The Company. Your posts should clearly state that any comments on social media are your own opinions and are not necessarily the opinions of The Company or its employees. That kind of disclaimer must be posted in a reasonably prominent place if you elect to post anything that relates to or

references The Company, within the permissible scope of postings under this policy.

Smart – a good rule of thumb when posting online is to assume that someone from [Company X] will immediately see what you post. Use good judgment when discussing matters related to the company and its employees.

Confidential – as a publicly-traded company, everything we say online is subject to government and regulatory scrutiny. You should not disclose any information that is confidential or proprietary to [Company X] or that was confidentially disclosed to [Company X] by a third party. Refrain from discussing any information such as financials, unannounced products, or other confidential information that has not been publicly shared in an official capacity. You should review [Company X]’s policy on confidential information to ensure you fully understand and comply with these ongoing obligations.

Respectful – not everyone will agree with you or [Company X]’s position and that’s normal. As an ambassador, you are expected to always be respectful of others’ opinions and attitudes. That means not posting any material that is negative, disparaging, obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity related to [Company X] or its business.

Friendly – at all times remember that [Company X] is a global company, with employees and customers from all walks of life. We always want to project [Company X]’s diversity and inclusiveness in all of our interactions both on and offline. Non-exempt employees should only use social media within defined business hours unless they have written authorization from their manager.

Following these basic principles will help you navigate the majority of your online interactions as a [Company X] employee.

Your Rights and Obligations as an Employee

The Company Global Policies and Procedures document outline the expectation of privacy each employee should presume when using The Company resources for business or personal purposes. Our policy states:

“Employees should have no expectation of privacy in any computer usage, electronic mail or voice mail communications created in, received by or forwarded through The Company’s systems.”

As part of its normal business practices, the company monitors the use of its brand and

products across the Internet and will flag any comments, posts, or materials that:

- Violate and policy, including its policy on discrimination and harassment
- Appear to divulge confidential or sensitive information about [Company X] or its employees
- Make inflammatory or accusatory comments about [Company X] or specific employees on social media rather than through proper HR channels

When using social media in a personal capacity, employees should not use [Company X]’s logo, including pictures or other images that include [Company X]’s logo (such as on a uniform). When posting material that includes other companies’ logos or intellectual property (such as taking pictures of a [Company X] terminal running software that includes a retailer’s logo), you must always obtain permission before posting it.

Any material posted by employees that violate these guidelines will result in immediate action by [Company X] to address the material and may result in disciplinary action of the employee as determined by his or her manager and HR. Nothing in this social media policy is intended to interfere with, restrain, or prevent employee communications regarding wages, hours, or other terms and conditions of employment. [Company X] employees have the right to engage in or refrain from such activities.

Be Social but be Smart

Sometimes employees will receive posts or requests for information from reporters or journalists through social media. If you received such a request regarding [Company X], its business, employees, Board members, investors, partners, users, suppliers or competitors, you must refer the matter to the [Company X] Communications team for response.

Your knowledge, expertise and prudence comprise the most effective social media policy we can create. But, if you are ever unsure about whether a comment or post on social media is inappropriate or violates a policy, it’s best to not post it online.

NEED ASSISTANCE?

Your The Company Communications team is also available to answer any questions or concerns you may have about something you have seen on social media or your use of it either professionally or personally. For assistance, please email us at i_publicrelations@The Company.com