
1.27 SOCIAL MEDIA POLICY

1. PURPOSE

The purpose of this policy is to ensure Alspec's ("the Company") employees, contractors and consultants ("Workers") appropriately use Social Media Applications. It has also been developed to ensure that Workers adhere to their obligations to not bring the good name and reputation of the Company into disrepute, protect the Confidential Information and Intellectual Property of the Company and treat others with respect.

2. SCOPE

- a) This policy covers all Workers and is not limited to Company premises or standard working hours. It extends to cover all occasions involving engagement with, or communication in any form on Social Media Applications which may have a link to the Company regardless of whether the use of social media occurs on the Company's premises or another location and/or outside or during work hours.
- b) This policy also applies (as appropriate) to the relationship and interactions with the Company's customers, clients, vendors and any other business parties of the Company.
- c) This policy should be read in conjunction with the *1.14 Anti Discrimination & EEO Policy*, the *1.21 Workplace Surveillance Policy* and the *1.12 Internet and Email Policy*.

3. RESPONSIBILITY

It is the responsibility of all Workers to adhere to the guidelines of this policy and for management to ensure that these guidelines are followed.

4. POLICY

The Company has a legitimate business interest and right to protect its confidential information and reputation. As such, this policy applies to all information and online communications made by Workers via Social Media Applications that refer or relate to a Worker's employment or engagement, interactions with other Workers or any communication that directly or indirectly relate or refer to the Company.

5. SOCIAL MEDIA APPLICATIONS

Social Media Applications include, but are not limited to:

- a) Social Networking sites e.g. Facebook, MySpace, Instagram, Google Plus, LinkedIn.

- b) Video and Photo sharing websites e.g. Flickr, YouTube;
- c) Micro-blogging sites e.g. Twitter;
- d) Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications, web leads such as RSS feeds;
- e) Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
- f) Instant messaging services such as Communicator+, Facebook Messenger, WhatsApp, Viber or Skype;
- g) Online Encyclopaedias such as Wikipedia;
- h) Any other web sites that allow individual users or companies to use simple publishing tools.

6. RESPONSIBILITY

Workers must:

- a) Not disclose any Company related information on any Social Media Application unless otherwise authorised by Management or the Company;
- b) Ensure that they do not encourage, aid or abet other persons to use Social Media contrary to this policy;
- c) Ensure that they do not disclose any information about fellow Workers on any Social Media Application or similar;
- d) Under no circumstances take photos of Workers, the Company's events or workplaces and post these on Social Media Applications, unless otherwise authorised by Management or the Company;
- e) Ensure that no material is published or disclosed which is obscene, defamatory, threatening, harassing, discriminatory, or hateful to another person or entity including the Company, its officers, directors, Workers, agents or representatives, its clients, partners, suppliers, competitors or contractors;
- f) Ensure that they notify their manager, supervisor or the appropriate contact person in the Company should they be aware of any material which may damage the Company or its reputation;
- g) Ensure that they do not make any online communication that is in any way disparaging or unfavourable about the Company and/or is likely to bring the Company into disrepute or ridicule;

- h) Maintain and protect the confidential information of the Company in their communications and not use the name of the Company or any other like title identifying the Company in any domain name, or in the title of any blog or any other personal site that may be established; and
- i) Not use or display any of the Company's intellectual property in any online communications without the express written consent of senior management of the Company.

Any online communication to or facilitated by Social Media Applications using the Company's information systems may be subject to the Company's *1.21 Workplace Surveillance Policy* or equivalent, where applicable.

Workers who choose to reveal or imply their place of employment or engagement on Social Media Applications or a personal site should be aware that they are potentially increasing exposure for both themselves and the Company. Workers are responsible and accountable for information that they put forward via social media and should monitor their posts accordingly.

7. POSTING ON BEHALF OF THE COMPANY

Workers must not at any time represent themselves as speaking on behalf of the Company via social media Applications without the Company's written consent.

The Company reserves the right to request that Workers remove any published content where published on a social media site, if not suitable or if inappropriate.

8. BULLYING AND HARASSMENT

Workers are prohibited from publishing material which has the potential to be disparaging or unfavourable or has the potential to reflect negatively on the Company's shareholders, directors, officers, stakeholders and people employed or engaged by the Company to perform work on the Company's behalf.

This includes, but is not limited to obscene, defamatory, discriminatory or vengeful remarks about another person involved or reasonably connected with the Company (e.g. employees, contractors, customers, third party suppliers etc.).

9. BREACH OF THIS POLICY

A Worker who acts in breach of this policy or any other Company policy which is referenced or related to in this policy may face disciplinary action, up to and including termination of employment.

In cases where the Company has incurred costs due to a Worker's breach of this policy, the company may seek to recover such costs from the Worker.