



# Social Media Code of Conduct

Social media both inside and outside the Group are transforming the way we interact. Online collaboration enables people to share knowledge and ideas regardless of rank, title, or experience. It's a way for us to take part in conversations around the work we do at Unfiltered and show our expertise in these areas.

While this digital interaction brings huge benefits, it also comes with certain risks and responsibilities. As a result, we have developed this code of conduct to ensure your interactions are safe, positive, and truly representative of the Unfiltered brand.

*Note: In addition to what follows, all employees should familiarize themselves with the Group Cybersecurity Acceptable Use Policy.*

## Personal accounts

When creating your own accounts, one decision you need to make is whether you will use it for personal, professional, or both types of content.

You may choose to have social media accounts that are entirely personal: no mention of your employer, no sharing of Unfiltered content, no connection between your channel and the Unfiltered brand. In this case, you are free to use your channel as you wish.

But bear in mind that in this day and age, keeping the private and personal, and professional entirely separate is almost impossible. Just because you don't declare your employer, it's not hard for people to connect the dots. This means that as a Unfiltered employee, we expect you to abide by our overarching Code of Business Ethics in everything you do.

## Professional accounts

As soon as you use a social media account or blog that links the content with Unfiltered, there are specific guidelines you need to abide by:

- You are welcome to declare your role at Unfiltered in your user biography, but it should always be clear that the account is not a corporate channel but rather the voice of an individual.

- Once you have declared your association with Unfiltered, anything you post should reflect our Values and aligned with our ethical principles
- Do not include Unfiltered as part of your profile or username (e.g., @JaneUnfilteredDCX)
- Please do not use Unfiltered branding in your avatar. You are welcome to use official Unfiltered-branded banners for your social media profiles
- Retweets or shares *are* endorsements (regardless of what people put in their bio), which means sharing content that constitutes an IPR infringement, defamation, disparagement or abuse will not be tolerated
- Never share content that is client confidential or reveals confidential intellectual property

## Think before you post

Keep in mind that most online social platforms are like public marketplaces: what's out there is available for all to see. On social platforms, the boundaries of professional and personal information are not always clear. In these days of shifting privacy policies and powerful search engine indexing, you can't always be sure what is being shared, viewed, or archived. Note that what you publish online will be public for a very long time. What you post will reflect on you, so be consistent with the way you would wish to portray yourself to friends, family, colleagues, and clients.

If you are unsure whether certain content is appropriate to share online, then don't post it. It's better to be safe than sorry.

## Responsibility

You are personally responsible for your words and actions, no matter where you are, even in the online world. Please remember that when you participate in social media, you are speaking as an individual and not on behalf of the Group. Identify yourself using the first person singular.

When you discuss Group-related information online, be transparent by giving your name and role and mentioning that you work for the Group. If you have an individual site that refers to or has an impact on the Group, use a disclaimer such as "*The views expressed on this site are my own and not those of Unfiltered.*"

Where applicable law permits, be aware that the Group reserves the right to monitor use of social platforms and take appropriate action to protect

against misuse that may be harmful to the Group's reputation. Breaches of these Guidelines will be sanctioned according to local HR policy, in accordance with applicable laws.

Establishing a corporate account or becoming an official Group representative that shares information about the Group and the areas we work in, requires approval from the Group Digital & Content team. Only these accounts may display the company logo. If you would like to represent Unfiltered or create a corporate account, please contact your local Marketing and Communications team. If a member of the press or online media contacts you about online content concerning Unfiltered, please refer them to the Group press office or your local PR manager.

## Conduct

Your behavior online should be consistent with Our Code of Business Ethics and the Group Cybersecurity Acceptable Use Policy. You have the opportunity to help shape the Group's reputation online. Use your expert knowledge to enrich discussions, help solve problems, share the excitement of our work environment, promote learning and idea-sharing.

Trust is the key element in building relationships online. Build trust by keeping a respectful tone, even when disagreeing with others, and by responding to comments in a timely manner. If you realize that you've made a mistake, try to correct it promptly.

Do not engage in any conduct online that would not be acceptable in your workplace or that is unlawful. For example, do not make derogatory remarks, bully, intimidate, harass other users, use insults or post content that is hateful, slanderous, threatening, discriminating, or pornographic.

The Group respects personal opinions and you should respect others and their right to think differently to you. It is worth remembering that topics involving politics, religion and sexuality can be highly sensitive and you should consider refraining from addressing topics that may be deemed personal, objectionable or even offensive. You should not make remarks, jokes or display material that may offend a member of a particular race, religion or gender.

Please also bear in mind that your readers, due to a lack of non-verbal communication or cultural differences, can interpret the tone you use

online in different ways. Some participants may not be familiar with abbreviations, emoticons, and other common codes used in online communication. Remember also that comments are often taken out of context, so stick to the facts.

## Confidentiality

Always protect clients', the Group's, and suppliers' confidential and other proprietary information. This is a contractual and legal requirement; breaches are subject to significant fines and the possibility of criminal prosecution. Do not publish anything online you wouldn't share with a journalist, client, analyst or competitor.

Make sure any reference to clients, partners, and suppliers does not violate any non-disclosure obligations. Please also remember your confidentiality obligations under your employment agreement.

Do not disclose information about colleagues or other persons, misuse their personal data or publish their photos without their permission.

Even when the application is behind SSO, users should still use good judgment regarding information that could be of a sensitive nature. Don't use social platforms to exchange information that is client, Group or supplier confidential, unless access is restricted to a tightly controlled closed community with each participant having been cleared for receipt of such information and the platform has been cleared for appropriate security levels. Public sites are not appropriate forums for internal communication with other Group employees.

## Copyrights

Comply with laws and regulations and more particularly with laws governing intellectual property rights including copyrights and trademarks.

You must not post content or take any action that violates the law or infringes Group or any third party's intellectual property rights. You must obtain proper permission before using intellectual property rights (e.g. copyright or trademark).

Concerning Unfiltered trademarks, in addition to the rules described in this document, you must comply with the Group Brand Policy and the Visual Identity Guidelines.

## Final thoughts

Use of social media platforms in accordance with this policy can be a very effective and powerful communication tool. Be proud of what you do and enjoy a sense of accomplishment in the search for better quality and greater efficiency. Above all, please use good judgment, be attentive to others, and take the trouble to listen and be understood.