

SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

1.1 The Social Media Policy ('Policy') relates to Crystele Homes ('CDH') and, where relevant, operates in conjunction with the Internet, Email and Computer Use Policy and the Contract of Employment or contract for service.

2. COMMENCEMENT OF POLICY

2.1 This Policy will commence from 1/2/2021. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

3. SCOPE

3.1 The Policy relates to all full-time, part-time and casual employees of CDH ('CDH Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the CDH workplace ('CDH Contractors').

3.2 The Policy also applies to CDH Employees and CDH Contractors' participation in social media inside or outside of any CDH workplace and includes use of a Contractor's or an Employee's own device.

3.3 The Policy does not form part of any contract of employment with CDH. Nor does it form part of any contract for service with CDH.

4. DEFINITIONS

4.1 In this Policy:

- (a) **'Blogging'** means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
- (b) **'Confidential Information'** includes but is not limited to trade secrets of CDH; non-public information about the organisation and affairs of CDH such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from CDH or obtained in the course of working or providing services to CDH that is by its nature confidential.
- (c) **'Computer'** includes all laptop computers and desk top computers.



- (d) **‘Hand Held Device’** includes all such devices which are used by CDH Employees and CDH Contractors , inside and outside working hours, in the workplace of CDH (or a related corporation of CDH) or at any other place. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDAs, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
- (e) **‘Intellectual Property’** means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
- (f) **‘Person’** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person’s legal personal representative(s), successors, assigns or substitutes.
- (g) **‘Social Networking Site’** and **‘Social Media Platform’** includes but is not limited to Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, ‘Wikis’ (e.g. Wikipedia) and other similar sites.

5. REPRESENTING CDH IN SOCIAL MEDIA

- 5.1 In consideration of the type of business of CDH, any comments about or in connection with CDH made in a social media platform must be factual and consistent information with CDH’s goals and objectives. This means protecting commercially sensitive information in accordance a CDH Employee’s contract of employment and a CDH Contractor’s contract for service.
- 5.2 All CDH Employees and CDH Contractors are restricted from making comments on behalf of CDH or using CDH’s branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Only the following CDH Employees are authorised to speak on behalf of CDH on Social media platforms:
 - (a) OWNER
- 5.4 CDH recognises that circumstances may arise in which CDH Employees and CDH Contractors make mention of CDH in social media.
- 5.5 Unless authorised by CDH, any comments made by CDH Employees and CDH Contractors must contain a disclaimer that they are not representing CDH and do not have authority to speak on behalf of CDH, and the views of the CDH Employee/CDH Contractor do not represent the views of CDH.

6. ACKNOWLEDGEMENT

- 6.1 All CDH Employees and CDH Contractors acknowledge that:

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- (a) they are not to make comments which might reflect negatively on CDH’s reputation or make deliberately false or misleading claims about CDH, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the CDH Employee or CDH Contractor to correct the statement;
- (b) they must not disclose confidential or commercially sensitive information about CDH including CDH’s Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
- (c) they must not endorse or cite any client, partner or supplier of CDH without the explicit prior permission of the Daniel Lettieri;
- (d) they must observe the relevant privacy, defamation and copyright laws; and
- (e) they must comply with relevant discrimination laws and CDH policies that relate to discrimination and harassment.

7. MATERIAL POSTED BY OTHERS

- 7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage CDH’s reputation.
- 7.2 If you become aware of any such material which may damage CDH or its reputation, you must immediately notify your manager and Daniel Lettieri on [ContactofDirectorMedia].

8. EXTERNAL SOCIAL MEDIA PLATFORMS

- 8.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, CDH Employees and CDH Contractors should not disparage or make adverse comments about CDH, any CDH Employee or any CDH Contractor. This includes where such comments are made whilst a CDH Employee or CDH Contractor is contributing to a Social Media Platform using a CDH computer and internet resources and similarly whilst using a non-CDH computer or hand held device.
- 8.2 CDH Employees and CDH Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by CDH for monitoring purposes on an ongoing basis.
- 8.3 If it comes to CDH’s attention that a CDH Employee or CDH Contractor has made inappropriate and/or unauthorised comments about CDH or a CDH Employee or CDH Contractor, CDH may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using CDH computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about CDH, a CDH Employee or CDH Contractor via a non-CDH computer or Hand Held Device.

9. CDH EMPLOYEES’ AND CDH CONTRACTORS’ RESPONSIBILITIES

9.1 CDH Employees and CDH Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about CDH and its products and services to the Daniel Lettieri.

10. WARNING

10.1 Apart from the potentially adverse effects a blog or social networking entry may have on CDH, inappropriate blogs on internal or external sites can also have adverse consequences for a CDH Employee or CDH Contractors in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

10.2 CDH may use and disclose an Employee’s or Contractor’s social media posts where that use or disclosure is:

- (a) for a purpose related to the employment of any employee or related to CDH’s business activities; or
- (b) use or disclosure to a law enforcement agency in connection with an offence; or
- (c) use or disclosure in connection with legal proceedings; or
- (d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.

10.3 While users are permitted to use CDH’s computer network for limited and reasonable personal use, Employees and Contractors must be mindful that any information (personal or other) they disclose while using CDH’s computer network may be used and/or disclosed as provided for in clause 10.2 above. An Employee or Contractor is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of CDH’s computer network.

11. CONSEQUENCES OF BREACHING THE SOCIAL MEDIA POLICY

11.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for CDH Contractors, the termination or non-renewal of their contract for service).

12. CDH CONTACT

12.1 Any questions about this Policy should be directed to Daniel Lettieri [ContactDirectorMedia].

Variations

CDH reserves the right to vary, replace or terminate this Policy from time to time.

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