



## **Social Media Policy**

TABLE OF CONTENTS

1. OBJECTIVE.....	2
2. EFFECTIVE DATE.....	2
3. APPLICABILITY .....	2
4. SOCIAL MEDIA GUIDELINES .....	2
5. ANNEXURES.....	4

## **1. OBJECTIVE**

This policy aims at setting guidelines for sharing content across all online Platforms that may influence how the general public perceives Piramal Swasthya.

The term “social media” refers to blog sites, wikis, social networks, content sharing sites and any kind of online communication between two or more entities, (collectively referred as “Social Media”).

## **2. EFFECTIVE DATE**

This policy will be effective January 2019 onwards.

## **3. APPLICABILITY**

**This policy:**

- Is applicable to all employees (core, contract, retainer, consultant or any other category) of Piramal Swasthya while at the workplace or outside the work place.
- Is applicable to access of Social Media sites from Piramal (Group, Foundation, Swasthya)/client systems or personal systems; and is subject to country specific laws and regulations. Relevant country specific laws and regulations shall supersede this policy wherever applicable.

## **4. SOCIAL MEDIA GUIDELINES**

### **4.1: Posting Guidelines**

This policy shall become applicable wherever Piramal Group, Foundation, Swasthya related information, such as business/services, customer/beneficiary-base or employees, is posted online.

If you publish or discuss Piramal Group, Foundation, Swasthya related information in your personal capacity, (for example, through a personal Facebook account) then, YOU shall:

1. State clearly that the views expressed on the Social Media site are your own, and do not represent Piramal Group, Foundation, Swasthya’s opinion.
2. Identify yourself and where relevant, your role at, or connection with the organisation, so that your post is read in the right perspective.
3. Remember it is a matter of integrity to post only correct, first-hand information (and not hearsay) that doesn’t damage/affect Swasthya’s image.
4. In your professional network sites (e.g. LinkedIn), you may record your association with Piramal Swasthya.
5. Maintain professionalism in all your communications. Do not add your personal blog URL or website URL in your official e-mail signatures.
6. Do not post confidential information (any information about Piramal that is not published in the public domain) or any proprietary information. Keep in mind that confidentiality obligations

are perpetual and must be maintained even after you cease your association with Piramal Swasthya.

7. Respect intellectual property obligations. Keep in mind that all content such as pictures, videos and articles available on Social Media and other Internet Websites could be proprietary material and cannot be copied by employees unless prior written approval is taken from the Copyright owners/Swasthya Communications Team.

8. Do not use Social Media (personal or professional) for any activity that others are likely to object to, or which detracts from Swasthya's values. In particular, do not:

a) Spam through e-mail or send unsolicited messages.

b) Defame, abuse, harass, stalk, threaten or otherwise violate the legal and privacy rights of Corporates/ Person.

c) Transmit, upload or download any material that potentially contains viruses, Trojan horses, worms, time bombs, or any other malicious code.

d) Post messages that have racial or sexual slur, political or religious solicitations, or any other message that is inappropriate and/or has the potential to cause harm to Piramal Group, Foundation, Swasthya or its customers/beneficiaries and business partners, and is not in line with the values of Piramal Swasthya.

9. Remember that only authorized Piramal Swasthya representatives will have the right to display the Swasthya Logo in their Social Media Profiles such as Twitter/Facebook etc. Only such representatives are allowed to officially comment on matters involving Piramal Swasthya and to clarify Swasthya's stance on various issues as and when needed.

This policy is not meant to curb free expression. It is a guide to professional online behavior. If, even after reading this policy you are in doubt about posting something online (where Piramal Group, Foundation, Swasthya related information is involved), always check first with your Manager, Swasthya Communications Team (Hyderabad).

#### SLM 4.2: Internal Controls

- The posting of adverse comments by Piramal Swasthya employees can lead to disciplinary action, including termination from employment. An employee who discovers any posted content that may be discriminatory or lead to any other loss for the organization/group, must immediately inform their reporting manager.
- Piramal Swasthya reserves its right to monitor all online discussions or posting of materials by employees that have relevance to Group, Foundation, Swasthya (on social media and what's app groups) and take appropriate action if Piramal Swasthya perceives that there is a possibility of breach of this policy.
- The official social media pages/WhatsApp groups are promoted by Piramal Swasthya internally for the exchange of thoughts and ideas and to facilitate focused discussions. Employees must follow the same posting guidelines at these platforms as well. Internal posting on these sites is controlled by Swasthya Communications Team from content perspective and Piramal Swasthya reserves the right to publish the information posted by employees in compliance with Copyright laws.

- Piramal Swasthya also owns official accounts on select online social platforms. Program/Regional Teams or Groups shall not create or reserve any Piramal Domain names/ Social media accounts without Swasthya Communications Team's approval.

## **5. ANNEXURES**

Proprietary Information means confidential information, as well as information belonging to Piramal Swasthya, or which you know of only because of your association with Piramal Swasthya, such as email addresses, trademarks, project or account information, beneficiary/employee information (including names), financial information, financial instruments (payment details, cheques), MOUs, agreements, strategic decisions, business plans, internal email excerpts, internal security details, intellectual property, internal communication (notes/e-mails that are meant for limited internal circulation), Piramal Swasthya domain name along with Social Media site domain names/ blog site or URL itself.

