

## SOCIAL MEDIA POLICY

Our full company name is Alan Browne Lapping Services Limited, we use the abbreviated version of our name AB Lapping as you will see from our company logo above to enable us to shorten it for wording on documents and policies etc, but we are the same company and from here on in the company will be using its name in the abbreviated form, which is AB Lapping (Alan Browne Lapping Services Ltd) Social Media Policy:

### Social Media Employee Guidelines & Participation

We recognize that employees use social media tools as another way to connect with customers, share information about AB Lapping, and industry or career insights.

Whether or not you are acting on behalf of AB Lapping, or using your personal social media accounts or blogs to talk about our products or our business (e.g., projects, promotions, sales, events, company content, and initiatives), always use good judgment and remember that you are still representing the brand of AB Lapping.

We also value being a social business and recognize the benefits your social contributions can bring to our brand and the success of the company. If you so choose to be active online to share content about AB Lapping, here are a few tips to keep in mind while we navigate the ins and outs of the online world.

- To use AB Lapping owned social media accounts, logos and/or AB Lapping's photo/video on behalf of AB Lapping, you must be approved and trained. Contact your AB Lapping Social Media leads if you have any questions.
- Avoid posting sensitive, private or confidential company information (e.g., unannounced product launches and promotions, internal sales results, company strategy, pricing information or comparisons). This can lead to disciplinary actions or termination of employment, which we want to avoid.
- Respect customer and employee privacy. Never give out personal their information (e.g., personal addresses, phone numbers or credit card information).
- Don't post photos of or make negative comments about our customers and do not share details about customer visits—both private and public figures—without their permission (unless it is a marketed personal appearance for the Company).
- Don't post comments about a coworker, customer or vendor that could be perceived as harassing, threatening, retaliatory or discriminatory.
- You may be legally responsible for the content you post, so respect brands, trademarks and copyrights.
- Don't be afraid to ask questions or raise any concerns! We want you to feel comfortable engaging managers about social media and what you are sharing online. Reach out to your direct manager or reach out to the social media leads.
- Remember that what you post locally on social media sites it can have a global effect too, so what may be taken in one way and classed as innocent in one part of the world may be taken offensively (or be illegal) in another part of the world.
- Be responsible at work and use sound judgement and common sense when using social media as we do not want it creating a distraction in the workplace and associates jobs ultimately suffering when applying to much of ones time on social media sites.
- If you're posting something that might be at-odds with the mission of AB Lapping, including a disclaimer is advisable — e.g. "these views are mine alone, they do not reflect the views of my employer." But even with that, what you say on social media (or anywhere else) is just as much of a reflection of AB Lapping as what you do in your personal life (to some extent). Remember to not speak or post on behalf of AB Lapping and leave that to our marketing team and our company channels, and remember that you need to comply with our other company policies when posting.

### Alan Browne Lapping Services Ltd

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- Remember when in doubt in any way of what you are about to post, “DO NOT POST IT AT ALL”, better to be safe than sorry, rather than have implications following on from something that shouldn’t have been posted online.
- Know that the internet is a permanent record, so even if you delete/remove a post, it will still exist out there on the internet, so once again be mindful with all social media with what you post online.

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