

SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

1.1 The Social Media Policy ('Policy') relates to Vertec Roofing ('Vertec') 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 20/07/2020. 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 Vertec ('Vertec Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Vertec workplace ('Vertec Contractors').

3.2 The Policy also applies to Vertec Employees and Vertec Contractors' participation in social media inside or outside of any Vertec 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 Vertec. Nor does it form part of any contract for service with Vertec.

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 Vertec; non-public information about the organisation and affairs of Vertec 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 Vertec or obtained in the course of working or providing services to Vertec 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 Vertec Employees and Vertec Contractors , inside and outside working hours, in the workplace of Vertec (or a related corporation of Vertec) 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 Vertec IN SOCIAL MEDIA

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

6. ACKNOWLEDGEMENT

- 6.1 All Vertec Employees and Vertec Contractors acknowledge that:
- (a) they are not to make comments which might reflect negatively on Vertec’s reputation or make deliberately false or misleading claims about Vertec, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Vertec Employee or Vertec Contractor to correct the statement;
 - (b) they must not disclose confidential or commercially sensitive information about Vertec including Vertec’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 Vertec without the explicit prior permission of the Kirby Wright;
 - (d) they must observe the relevant privacy, defamation and copyright laws; and
 - (e) they must comply with relevant discrimination laws and Vertec 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 Vertec’s reputation.
- 7.2 If you become aware of any such material which may damage Vertec or its reputation, you must immediately notify your manager and Kirby Wright 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, Vertec Employees and Vertec Contractors should not disparage or make adverse comments about Vertec, any Vertec Employee or any Vertec Contractor. This includes where such comments are made whilst a Vertec Employee or Vertec Contractor is contributing to a Social Media Platform using a Vertec computer and internet resources and similarly whilst using a non-Vertec computer or hand held device.
- 8.2 Vertec Employees and Vertec Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by Vertec for monitoring purposes on an ongoing basis.
- 8.3 If it comes to Vertec’s attention that a Vertec Employee or Vertec Contractor has made inappropriate and/or unauthorised comments about Vertec or a Vertec Employee or Vertec Contractor, Vertec 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 Vertec

computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about Vertec, a Vertec Employee or Vertec Contractor via a non-Vertec computer or Hand Held Device.

9. Vertec EMPLOYEES’ AND Vertec CONTRACTORS’ RESPONSIBILITIES

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

10. WARNING

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

10.2 Vertec 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 Vertec’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 Vertec’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 Vertec’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 Vertec’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 Vertec Contractors, the termination or non-renewal of their contract for service).

12. Vertec CONTACT

12.1 Any questions about this Policy should be directed to Kirby Wright [ContactDirectorMedia].

Variations

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