

**AARON INDUSTRIES LIMITED**

**SOCIAL MEDIA POLICY**

**(Effective from January 24, 2023)**

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## **1. Introduction**

Today we all are live in the era of social media; most of the people start their day with social networking sites and end their day with the same activity. Nowadays social media has become an integral part of our life. At Aaron Industries Limited (the “Company”) we also believe that social media is an important tool of communication. But every coin has two sides so same as social media have some pros as well as cons. We all shall use some precautions while using social media. This policy is prepared for providing a detailed guidelines to employees of the Company on how to use social media.

## **2. Objectives & Scope**

This policy provides detailed guidelines for employees on how to use social media. This policy includes using of various social media platforms like blogs, micro-blogging websites and applications, emails, chat rooms, wikis, messages, social networking websites and applications, online forums, electronic newsletters, and other sites and applications which permit users to share information with the public.

At Aaron, we are always keen to maintain good relations with our employees, clients, suppliers, customers, and with all our stakeholders. We are in continuous efforts for image building of the Company and the way people look at the Company is the most important part of business growth as well as branding and promotion. This policy applies to every employee of the Company when they are posting any information about the Company on any social media platforms. Employees must adhere to the ethics and principle laid down in this policy before posting any information about the Company on any of the social media platforms.

Employees should keep in mind that wrong information about the Company shall ruin the credibility and image of the Company.

## **3. Definitions**

**3.1** “Company” means Aaron Industries Limited.

**3.2** “Employee” means a person employed with the Company for any work on a permanent, temporary, part-time, contract basis, or daily wages basis, either directly or through any labour contractor or an agent and third-party agencies.

**3.3** “Social Media” means websites and applications which enable users to share information with the public at large. Various social media platforms include blogs, micro-blogging websites and applications, chat rooms, wikis, messages, social networking websites and applications, online forums, electronic newsletters, and other sites and applications which permit users to share information with the public.

## **4. Policy**

### **4.1 Disclosure of relation with Company**

When you are discussing anything related to your work or any other information about the Company then you must mention your relationship with the Company.

### **4.2 Disclosure in post**

When you are not authorised speaker of the Company or when Company has not appointed you as an official speaker of the Company and you are discussing or providing any information about the Company on any social media platform then you should mention in that post that views provided herein are his/ her personal view and not represent the view of the Company. In every such type of post, the employee must include this disclosure that ***“The views expressed in this post are my personal view and do not represent the views of the Company.”***

### **4.3 Secrecy & Confidentiality**

While posting anything about the Company on any social media platform, employees should take care of the secrecy and confidentiality of the Company. The employee must not share any information about Company’s clients, suppliers, trademarks, inventions, financial data, upcoming products or new ventures, any legal matter, future strategies, sales, or orders. If anybody wishes to post any of the matters mentioned aforesaid, they need to take prior permission from the Company.

### **4.4 Intellectual Property Rights**

An employee should refrain from using the Company’s logo, trademark, patents, copyrights, or any other materials of the Company for non-business use. If they wish to post aforesaid information, they need to take prior permission from the Company.

### **4.5 Professional language**

While posting anything about the Company employee should use professional and ethical language. When you identify yourself as an employee of the Company you should post anything in such a language which is not offensive to any group of society and should keep a distance from language which discriminates against anyone based on race, gender, caste, religion, or colour.

### **4.6 Maintain Dignity and Sovereignty of India**

Employees must not comment or post any information against India's dignity and sovereignty. Employees should refrain from using such a word or language which is against the country.

### **4.7 Personal Information**

Employees should not share any personal information about their co-workers, Company’s clients, suppliers, customers, or competitors.

#### **4.8 Separate Account**

All employees who are using the official social media accounts of the Company are advised not to use Company's account for any personal use and should separate their account from Company's account.

#### **4.9 Refrain from using Company's Computer System and Mobile devices for personal use**

When you are using the Company's computer or mobile, use of social media like WhatsApp, Twitter, LinkedIn, Facebook, personnel blogs, etc is allowed for business purposes only, using a Company's computer or mobile for personal use shall be liable for disciplinary action.

#### **4.10 Negative post**

Do not respond or comment on any negative post about the Company without obtaining prior permission from the management.

#### **4.11 Monitoring**

The Company shall have all right to monitor employees' use of social media on the Company's computer system or mobiles. The Company shall also have right to read comments and discussions which had been done by an employee on the said devices during office hours or after office hours.

#### **4.12 Employment Reference**

Employee shall not make any employment reference on any of the social media platforms without prior permission from management.

### **5. Disciplinary Action**

All employees are required to adhere to the policy mentioned aforesaid. If anyone breaches the guidelines on social media usage and that causes harm to the Company, may be subject to disciplinary action which is not limited to refraining from using social media but also include termination of employment and other disciplinary action as prescribed under law.

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