



SOCIAL MEDIA POLICY

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At Zeal (“the Company”) we understand that social media networks (such as Facebook, Twitter, LinkedIn, Instagram etc.) play an important part in today's society and that the majority of our employees may use social media in some personal capacity. It is important for all employees of the Company to be aware that much of the information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. It is also important to remember that information posted on social network sites can be easily traced and can generally be accessed at any time.

The purpose of this policy is to outline minimum standards regarding social media use and participation for all employees during their employment with the Company. In so far as this policy imposes any obligations on the Company, those obligations are not contractual and do not give rise to any contractual rights. To the extent that this policy describes benefits and entitlements for employees, they are discretionary in nature and are also not intended to be contractual. The terms and conditions of employment that are intended to be contractual are set out in an employee's written employment contract. The Company may unilaterally introduce, vary, remove or replace this policy at any time. The following rules should be followed by all employees of the Company in relation to social media networks. These rules apply whether employees are using social media either during or outside of work hours:

- Employees should not post anything on social media networks that refers to their employment, the Company or any persons associated with the Company (eg other employees, directors, customers, clients, suppliers, etc) without the Company's express permission;
- Employees should not identify themselves on social media networks as an employee of the Company. Employees should not, for example, post pictures of themselves in any work uniform;

- When participating in social media networks, employees of the Company should ensure that personal comments do not bring the Company or any of its directors or its employees into disrepute;
- It is unacceptable to disparage the Company, or any persons associated with the Company (eg other employees, directors, customers, clients, suppliers, etc) in any way when participating in social media networks;
- Employees of the Company should not participate in social media networks in such a way that negatively impacts upon their effectiveness and productivity at work;
- Employees are not to access social media sites during working hours unless the use is directly related to the performance of duties required in the course of their employment;
- When participating in social media networks, employees of the Company should not imply that any personal comments are endorsed in any way by the Company; information belonging to the Company or any other information the employee is required to keep confidential;
- Employees are prohibited from posting pictures, images or other items of their work, place of work or whilst taken when performing their work duties without the Company's express permission;
- Employees of the Company should not participate in social media networks in such a way that harasses, discriminates or treats unfairly or inappropriately any other employee, customer or client of the Company. Any breach of this policy may result in disciplinary action, up to and including termination of employment.

OTHER POLICIES

Employees are encouraged to read this policy in conjunction with other relevant Company policies, including:

- Code of Conduct