

# **JYOTHY LABS LIMITED**

## **SOCIAL MEDIA POLICY**

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**I Applicability and Purpose**

The Social Media Policy (“Policy”) applies to all the Employees of Jyothy Labs Limited (“JLL/ Company”). This Policy is effective at all times and not just during working hours or while using the Company’s system or on Company’s duty. This Policy shall continue to apply even if the employee ceases to be a part of JLL. The purpose of this Policy is to provide guidance for participation or engaging on Social Media platforms whether in personal/unofficial or official capacity, so long such engagement involves, in any manner whatsoever including without limitation proximate or remote or direct or indirect reference to the name/s or information of the Company or its directors, employees, customers, agents, business associates or partners etc. (hereinafter referred as to ‘Representatives’).

**II Adherence to the Policy**

- a. All employees are expected to adhere to the Policy at all times to protect the privacy, confidentiality and interests of the Company, its Representatives, and competitors.
- b. In addition, employees are also reminded that although ‘Social Media’ is perceived to be a private domain, any comment(s), statement(s), picture(s), post(s) etc. related to the Company shared on Social Media must follow all the provisions of this Policy.
- c. In the event where an employee makes any kind of derogatory, discriminatory, racist, bias or defamatory statements about the Company or its Representatives on Social Media or violates the provisions of this Policy he/she may be subject to disciplinary action as per Company’s policies.

**III. Procedure for using Social Media Channels appropriately**

- The Company’s social media channels/handles are avenues to represent the Company as a brand digitally. These channels have been created using official Jyothy Labs branding element, with requisite permissions.
- The Company is perennially on “listening mode” and does observe behavior of its employees online. This activity is to monitor any ill-doings and ensure the sanctity of the brand is maintained, and miscreants are kept away.
- During working hours, employees are requested to use Company networks for all official work only. The use of social media and related channels depends on the nature of the requirement. Any such requirements need to be routed via the IT team for support and relevant access rights.
- Employees must refrain from sharing any inappropriate content / comment about the Company in any manner. Such irresponsible behaviour are subject to disciplinary actions. The employees must at all times refrain from associating and promoting any organisation which are banned by the Government / Regulatory bodies and commenting and sharing content, which is pornographic and/or contains anti-national slogans, vile, malicious and/or hate speech content.
- Social media posts, blogs and/or thought leadership articles by the Company attract a lot of media attention online. Do not jeopardize the brand by using the Company social media post in a demeaning manner.

- If during a thread conversation on social media, employees encounter antagonistic commentary, they are requested to disassociate with it immediately, and bring it to the notice of relevant authorities. In such events please write to [info@jyothy.com](mailto:info@jyothy.com).
- The Company has a strict policy on the usage of Company's / partner and/or vendor logos on social media. Employees who want to use it, for promotion beyond the official Company channels are requested to seek approvals from relevant stakeholders and write to [marketing@jyothy.com](mailto:marketing@jyothy.com).
- The use of social media must not interfere with the daily work of employees. The Company channels shall only be strictly used to promote service offerings and/or highlight employee victories via relevant campaigns and social media strategies.
- Company recommends all its employees to have separate social media accounts for all official work, if deemed practical and is of utmost necessity.
- The Employee shall not-
  - Upload sensitive Company related information on social media/information sharing sites. Any discrepancy noticed is liable for strict legal action, against the employee;
  - Upload objectionable or unethical content and tag Company channels on such contents. We have a strict policy against miscreants who indulge in such activities;
  - Be involved in character shaming, communal hatred, body shaming and/or malicious comments.
  - Showcase any political affiliation or make any politically biased statement or display a political preference or advocate a support or canvass on behalf of a political party in the Social Media, directly or indirectly in capacity of an employee or agent of the Company.

#### **IV Disciplinary Action**

JLL takes violations of the Policy seriously. Failure to comply with the Policy, could result in disciplinary action including termination of employment. Any ex-Employee found to be in breach of this Policy (when he/she was in employment with JLL) shall be subject to legal action and dependent upon the circumstances of the breach, including cancellation / withdrawal of any or all benefits if extended to the ex-Employee by the Company.

#### **V Amendments**

The Board of Directors of the Company shall review this Policy on regular intervals and reserves right to amend or modify this in whole or in part, at any time without assigning any reason whatsoever. The Policy shall be disseminated on the website of the Company.

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