

## SOCIAL MEDIA POLICY

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This document provides the guidelines on the use of social media and regulates the relationship between Softlab Group and the users.

### SOCIAL MEDIA PRESENCE

Softlab Group has officially established its social media presence with the following profiles:

Facebook: Softlab Group

Instagram: @softlabgroup

Twitter: Softlab Group

LinkedIn: Softlab Group

YouTube: Softlab Group Official Channel

Softlab Group does not recognize any other Blog, page, profile or group that explicitly refer to the company. Those profiles will be promptly brought to the attention of social media networks, asking to remove them.

### AIM AND CONTENT

Softlab Group uses the main social channels to communicate with users, market, media and stakeholders, in the attempt to build a participative and productive dialogue.

Softlab Group social communication is based on native contents (statement, images, videos) with general and informative purpose. They concern company's offering, best practices, publicity materials, news and entertainment contents for the community.

Softlab Group's video, graphic and textual contents can be used with **Creative Commons CC BYND 3.0** license. They can also be freely shared by users, quoting the source.

Softlab Group might decide to share user-generated contents on its profiles, whether they concern company's activities and/or core business, in order to spread the message; they cannot be considered as endorsements. The same principle applies to *following* activity on the different social media networks.

### SOCIAL MEDIA MANAGEMENT

Softlab Group social media channels are handled and managed **Monday-Friday**, from **9 a.m.** till **6 p.m.**, apart from specific situations that need a prolonged handling, such as public events.

Only the **Communication Management Team** is in charge of handling the social media channels. Access data are made available only to its members.

### APPLICABLE LAW

Softlab Group uses social media channels in full compliance with **internal corporate policies**, **Ethical Code** and **national legal provisions**.

### SOCIAL MEDIA MODERATION

Each user can participate and comment on Softlab Group social media channels **without undermining the dignity of other people and corporate reputation**. We invite the social community to interact with contents following these clear and simple rules:

- Respect the topic, adding comments in a coherent way;
- Post comments useful to improve the conversation;
- Argue with real facts and evidences useful for the community to increase its knowledge;
- Use a polite, respectful and responsible *tone of voice*;
- You always have the right to criticize; we will appreciate if you use it in a proper way and to improve the dialogue;
- Bring facts and circumstances to user's attention to support the dialogue.

We cannot tolerate:

- Offensive, threatening, bullying statements and any other opinion that might undermine the principles of freedom and equality;
- Aggressive, violent and discriminating acts towards any ground such as sex, race, color, language, religion, political or other opinion, national or social origin, sexual orientation, age, disability, association with a national minority, property, birth or other status;
- Information that could undermine the reputation of third parts or illegally spread personal data and/or threaten users and company's security;
- Spamming, political propaganda, hidden advertising and/or any other kind of aggressive marketing;
- Illegal contents, according to law;
- Pictures and/or videos about underage.

The above-mentioned contents will be **promptly removed**.

Social media moderation about user-generated contents is done **ex-post**.

Users can freely post statements and comments on Softlab Group's official social media channels, considering that they are not endorsed by the company.

## SANCTIONS

Without any prejudice to the right of criticism and trade union freedoms, Softlab Group has the right to **cancel, hidden or remove** user-generated contents that violate this Social Media Policy.

Softlab Group has also the right to **block and ban** users in case of serious violations, as well as the right to report serious unlawful acts to the competent authorities, as required by law.

Softlab Group invites all users to interact with our contents in a coherent way. The company has the right to **moderate**, and eventually hidden, the following contents:

- **Off topic contents**
- **Fake news**
- **Click-bait contents**

## WEBSITE

Softlab Group has established its official website ([www.soft.it](http://www.soft.it)) to provide the users with the main information on the company, our offering, products and careers.

## PRIVACY

The treatment of personal data is processed according to privacy policy used by the different platforms (Twitter, YouTube, Facebook, YouTube and so on). Users' personal data posted in public comments and statements on our social accounts, information that are harmful to privacy and/or might threaten company and users' security will be **removed**. Personal data sent by users through private message platforms on social media will be processed according to applicable privacy law ([Privacy Policy](#)).