



SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

1.1 The Social Media Policy ('Policy') relates to MC Jacobs Australia Pty Ltd ('MC Jacobs') 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 25/07/2022. 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 MC Jacobs ('MC Jacobs Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the MC Jacobs workplace ('MC Jacobs Contractors').

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

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 MC Jacobs; non-public information about the organisation and affairs of MC Jacobs 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 MC Jacobs or obtained in the course of working or providing services to MC Jacobs that is by its nature confidential.

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- (c) **'Computer'** includes all laptop computers and desk top computers.
- (d) **'Hand Held Device'** includes all such devices which are used by MC Jacobs Employees and MC Jacobs Contractors , inside and outside working hours, in the workplace of MC Jacobs (or a related corporation of MC Jacobs) 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 MC Jacobs IN SOCIAL MEDIA

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

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Jacobs, and the views of the MC Jacobs Employee/MC Jacobs Contractor do not represent the views of MC Jacobs.

6. ACKNOWLEDGEMENT

6.1 All MC Jacobs Employees and MC Jacobs Contractors acknowledge that:

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



8.3 If it comes to MC Jacobs’s attention that a MC Jacobs Employee or MC Jacobs Contractor has made inappropriate and/or unauthorised comments about MC Jacobs or a MC Jacobs Employee or MC Jacobs Contractor, MC Jacobs 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 MC Jacobs computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about MC Jacobs, a MC Jacobs Employee or MC Jacobs Contractor via a non-MC Jacobs computer or Hand Held Device.

9. MC Jacobs EMPLOYEES’ AND MC Jacobs CONTRACTORS’ RESPONSIBILITIES

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

10. WARNING

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

10.2 MC Jacobs 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 MC Jacobs’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 MC Jacobs’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 MC Jacobs’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 MC Jacobs’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

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employment (or, for MC Jacobs Contractors, the termination or non-renewal of their contract for service).

12. MC Jacobs CONTACT

12.1 Any questions about this Policy should be directed to Malcolm Jacobs [ContactDirectorMedia].

Variations

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

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