

J. L. MORISON (INDIA) LTD.

SOCIAL MEDIA GUIDELINES FOR EMPLOYEE PERSONAL ACCOUNTS

Policy brief & purpose:

Social media is a place where we exchange information, opinions and experiences to learn, develop and have fun. Also, by “social media”, we refer to a variety of online communities like Facebook, Twitter, Instagram, LinkedIn, blogs, social networks, chat rooms, forums etc. which are available in the public domain.

We, JL Morison (India) Ltd. (“JLM” or “Company”), always encourage promotion of employee experiences on social media.

These Guidelines provide practical advice to use social media responsibly as you are an employee of JLM.

Scope:

We expect all our employees to follow these guidelines when interacting on social media.

Using personal accounts:

Do's

1. Be responsible and respectful: You are personally responsible for the comments and content you post on social media.
2. When you post about JLM- or brand-related matters on your social media including LinkedIn:
 - a. When posting Facts - Ensure what you post is factually correct
 - b. When posting your opinion - Please do ensure that all your posts should be written responsibly and which should not adversely impact the reputation of JLM or Business Interests
3. Avoid “JLM” or other company trademarks, including images, logos, graphical treatments, or any part of the company name, as your personal account name, username or personal profile photo.

Don'ts

1. Adherence to the IMS Act- as an employee of JLM you have to adhere to the rules of the IMS Act. Social media is a place where this act could get violated. Since we are in the business of selling feeding bottles, you cannot promote feeding bottles or nipples in any way on any social media platform.
 - No photos shd appear anywhere on social media promoting feeding bottles or nipples
 - No discount offers to be given or mentioned
 - No free bottles or nipples can be given to consumers or announced, even as gifts
 - No mention of receiving incentives for selling feeding bottles or nipples
 - No distribution of material related to promotion of feeding bottles and nipples to families
2. Don't post any defamatory, offensive or derogatory content against Company or its employees. It will be management's sole discretion to decide what is defamatory and decide penalty for such defamation.
3. Avoid posting something that might make your collaboration with your colleagues more difficult (e.g. hate speech against groups where colleagues belong to).
4. Don't publish, post or release any information that is considered confidential or non-public. If there are questions about what is considered confidential, employees should check with his/her Line Manager and/or the Human Resources Department.

Realize the Risk:

Please read these Guidelines carefully. The Guidelines are meant to protect you by helping you comply with JLM's Code of Conduct and other applicable company policies, violations of which can result in discipline up to and including termination.
