



## Purpose

This policy is used to minimise risk to the SES Group through the inappropriate use of all forms of social media, including Facebook, LinkedIn, Twitter, WhatsApp, Instagram and all other social networking sites, internet postings and blogs.

Designed to omit negative publicity or inappropriate use of social media, this policy aims to protect the image and reputation of the SES Group.

## Scope

This policy applies to all use of social media for business purposes as well as personal use that may have a detrimental effect on the business in any way.

Principles

## Prohibited Use

You must avoid making any social media communications that could damage our business interests or reputation, directly or indirectly.

You must not use social media to: defame or disparage the SES Group, any of our employees, clients or third parties; to harass, bully or unlawfully discriminate against any of our employees, clients or third parties; to make false or misleading statements or to impersonate colleagues or third parties.

You must not express opinions on the SES Group's behalf via social media unless expressly authorised to do so.

You must not post comments about any sensitive business-related topics, such as performance or to jeopardise trade secrets, confidential information and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile in any social media.

## Guidelines for Responsible Use of Social Media

You should always be clear in your social media postings and profile that you are speaking on your own behalf. Write in the first person and use a personal email address.

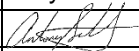
Be respectful to others when making any statement on social media and be aware that you are personally responsible for any communication you publish on the internet.

If you disclose your affiliation to us in your profile or social media post(s), you must state that your views do not represent the SES Group.

When using LinkedIn, or other business-related sites, you should ensure your profile is consistent with the professional image you present to clients and colleagues.

## Breach of this Policy

Any breach of this policy may result in disciplinary action being taken. You may also be required to remove any social media content that we consider to be a breach of this policy.

Name:	Tony Ball
Signature:	
Date:	10 <sup>th</sup> December 2019