

Maggie Beer Holdings Limited

Social Media Policy

May 2022

1. Statement of Context and Purpose

Social media and social networks have become an integral part of society, but is an area where a number of issues and risks arise for employers. Maggie Beer Holdings Limited (the **Company**) and its subsidiaries (**Group**) require Employees to take great care in order to act in the best interests of the Company when participating in social media.

The purpose of this policy is to set out the Company's expectations and requirements applying to the use of social media. This policy sets out to provide helpful and practical advice for Employees when operating on social media platforms and:

- outlines to Employees what is acceptable use of social media linked to their employment;
- encourages Employees to be mindful of what content they share via social media;
- ensures appropriate standards of confidentiality are maintained; and
- ensures that professional boundaries are maintained and protected.

The Company reserves the right to amend this policy at any time. Employees are required to comply with this policy. A failure to do so may result in disciplinary action, up to and including termination of employment. Notwithstanding this, nothing in this policy will be taken as contractually binding the Company or conferring any binding rights in the Employees.

2. Application

This policy applies to all employees, contractors and other authorised personnel required to perform work for the Group (**Employees**).

This policy applies to all social media use:

- via the electronic communication and information resources of the Group;
- that identifies the person directly or indirectly, as an Employee of, or associated with, the Company or the Group; and/or
- that involves communication between Employees of the Group.

This policy does not apply to personal use of social media undertaken in a private capacity using the Employee's own computer systems and equipment, which has no connection with the Group and does not identify the user as being connected to the Group in any way.

3. Reference Points / Relevant Legislation

- Privacy Act 1988 (Cth);
- Copyright Act 1968 (Cth);
- Occupational Health and Safety Act 2011 (NSW);
- Privacy Policy;
- Workplace, Health and Safety (WHS) Policy; and
- Workplace Surveillance Policy

4. Definitions

Electronic communication and information resources includes, but is not limited to: internet, intranet, email, instant messaging, voicemail, fax, all of the Group-supplied computers and software, digital cameras, mobile phones, USB memory sticks and other storage devices.

Posts includes but is not limited to status updates, tweets, comments on any internet forum or any other form of comment published on the internet.

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Social media means any interactive online technology tool that allows individuals to instantly exchange and share information and resources such as pictures, videos and information via the internet. This includes, but is not limited to:

- social and professional networking sites (e.g., Facebook, LinkedIn);
- video and photo sharing sites and apps (e.g., Instagram, Snapchat, YouTube, TikTok, Vine, Pinterest);
- online blogs and micro-blogging sites (e.g., Twitter, Tumblr);
- blogs hosted by media outlets (e.g., "comments" or "your say" features);
- wikis, online encyclopaedias and online collaborations (e.g., Wikipedia);
- forums, discussion boards and groups (e.g., Google groups, Whirlpool);
- vodcasting and podcasting sites;
- online multiplayer gaming platforms;
- geo-spatial tagging (e.g., Foursquare, Yelp);
- chat rooms and video chat (e.g., Teams, Zoom, Skype);
- instant messaging (e.g., SMS, WhatsApp, Viber);

and any other website that facilitates the:

- publishing of user generated content and opinion (such as traditional media news websites);
- opportunity to connect with others online;
- creation and sharing of information and ideas; and
- development of relationships and networks.

This list is not exhaustive as social media is constantly evolving. Employees should follow this policy in relation to *any* social media that they use.

Supervisor means an individual who has been delegated the authority to be responsible for another employee in respect of specified workplace matters and/or decisions.

5. Responsibilities

5.1 Use of the Group's electronic communication and information resources

Employees may access social media via the electronic communication and information resources only to the extent that such use is "reasonable" and does not interfere with their work, and is not inappropriate or excessive.

Examples of reasonable use include:

- Sharing or 're-posting' content from the Company's LinkedIn account on an Employee's own account; and
- updating a Facebook status and posting messages during a break.

5.2 Disclosure of confidential and/or sensitive information

Employees must not, under any circumstances, disclose or refer to any information through social media that relates to the Group or colleagues that is confidential, proprietary or privileged.

5.3 Disparagement, bullying and harassment over social media

Employees must not, on social media (including in their private capacity and using their own computer systems and equipment):

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- make any comment or post any material that might otherwise cause damage to the Group's reputation or bring it into disrepute; or
- bully, harass or make discriminatory remarks about the Company's Employees.

Employees should not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise unlawful.

Employees should consult the Company for further guidance, if required.

5.4 Communicating on behalf of the Company

Employees must not speak on behalf of the Group, or imply that they are speaking on behalf of the Group, on social media without prior express approval.

In some circumstances, a Supervisor may give authorisation as a delegated authority to the Employee to speak on behalf of the Company or one of its subsidiaries. In those circumstances, when using social media, the Employee must:

- disclose that they are an Employee of the Company or one of its subsidiaries, and use only their own identity, or an approved official account;
- disclose and comment only on information classified as public domain information;
- ensure that all content published is accurate, is not misleading and complies with all relevant policies of the Company;
- ensure they are not the first to make an announcement (unless specifically given permission to do so);
- comment only on their area of expertise and authority;
- ensure comments are respectful of the community in which they are interacting online; and
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

5.5 Privacy settings

Employees are reminded that they should not have any expectation of privacy on social media. Even if it is intended that content be private, it may unintentionally enter the public domain and be viewed by colleagues or the media.

Inappropriate content and information on social media, which is capable of being connected with the Company, may adversely affect the Company or a colleague.

Against that background, the Company strongly recommends Employees consider all options and strategies to restrict social media activity being distributed to unintended audiences, by for example, adjusting privacy settings.

6. Consequences of a Breach of this Policy

The Company emphasises the need to comply with the requirements of this policy. Any Employees found to be in breach of the requirements of this policy may be subject to disciplinary action, up to and including termination of employment.

Depending on the circumstances of the case, a person who is found to have breached this policy may be subject to disciplinary steps, including:

- counselling
- an official warning
- removal of your access to electronic communication

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- dismissal with notice; or
- immediate dismissal.

7. Implications for practice

7.1 At Board Level

To properly implement this policy, the Company will ensure:

- that this policy is endorsed on an annual basis;
- that copies of this policy are made available to Employees, for example on the Company's intranet;
- that this policy is incorporated into the Board's record of current policies;
- that this policy is incorporated into the Company's induction program, to ensure that all Employees are aware of the policy, have read and understood the policy, and acknowledge their commitment to comply with the policy;
- that periodic training and refresher sessions are administered to all Employees in relation to this policy.

7.2 At Other Levels

To properly implement this policy, all the Company's Employees must ensure:

- that they will abide by this policy and assist the Company in the implementation of this policy;
- that they notify the Company if they become aware of a breach or threatened breach of this policy.