

Social Media Policy

Zota Health Care Limited

Content	Page No.
1. Introduction.....	3
2. Objectives & Scope.....	3
3. Definitions.....	3
4. Policy.....	4
4.1 Disclosure of relation with Company.....	4
4.2 Disclosure in post.....	4
4.3 Secrecy & Confidentiality.....	4
4.4 Intellectual Property Rights.....	4
4.5 Professional language.....	4
4.6 Maintain Dignity and Sovereignty of India.....	4
4.7 Personal Information.....	4
4.8 Separate Account.....	5
4.9 Refrain from using Company’s Computer System and Mobile devices for personal use.....	5
4.10 Negative post.....	5
4.11 Monitoring.....	5
4.12 Employment Reference.....	5
5. Disciplinary Action.....	5

1. Introduction

Today we all are live in the era of social media; most of the people starts their day with social networking sites and end their day with the same activity. Nowadays social media has become an integral part of our life. At Zota Health Care Limited (the “Company”) we also believe that social media is the important tool of communication. But every coin has two sides; same in the case of social media, social media have some pros as well as cons. We all shall use utmost care and precautions while using social media platforms. This policy is being prepared for providing detailed guideline to employees of the Company on how to use social media.

2. Objectives & Scope

This policy provides in a detailed guidelines for employee on how to use social media; This policy includes using of various social media platforms like blogs, microblogging websites and applications, emails, chat rooms, wikis, messages, social networking websites and applications, online forum, electronic newsletters and other sites and applications which permit users to share information with public.

At Zota, we are always keen to maintain good relation with our employees, clients, suppliers, customers and with all our stakeholders. We are in continuous efforts for image building of the Company and the way people look at the Company is most important part for business growth as well as branding and promotion. Employees should keep in mind no matter which forum they are posing on, there have been cases wherein the Brand image of many companies have been severely diminutized due to hateful comment by the employees in their individual capacity. This policy is applicable to every employee of the Company when they are posting any information about the Company on any social media platforms. Employee must adhere to the ethics and principles laid down in this policy before posting any information about the Company on any of the social media platforms. Employee should keep in mind that wrong information about the Company shall ruin the credibility and image of the Company.

3. Definitions

- 3.1 “Company” means Zota Health Care Limited.
- 3.2 “Employee” means a person employed with the Company for any work on permanent, temporary, part time, contract basis or daily wages basis, either directly or through any labour contractor or an agent and third party agencies.
- 3.3 “Social Media” means websites and applications which enable users to share information to the public at large. Various social media platforms includes blogs, microblogging websites and applications, chat rooms, wikis, messages, social networking websites and applications, online forum, electronic newsletters and other sites and applications which permit users to share information with public.

4. Policy

4.1 Disclosure of relation with Company

When you are discussing anything related to your work or about any other information of the Company then you must mention about your relation with the Company. A specific designation which has been assigned to you by the Company should have been appears in your profiles of social networking platforms.

4.2 Disclosure in post

When you are not authorised speaker of the Company or when Company has not appointed you as an official speaker of the Company and you are discussing or providing any information about the Company on any social media platform then you should mention in that post that views provided herein are his/ her personal view and not represent the view of the Company. In every such type of post employee must include this disclosure that ***“The views expressed in this post are my personal one and do not represent the views of the Company.”***

4.3 Secrecy & Confidentiality

While posting anything about the Company on any social media platform employee should take care of secrecy and confidentiality of the Company. Employee must not share any information about Company's clients, suppliers, trademarks, inventions, financial data's, upcoming products or new ventures, any legal matters, future strategies, sales, orders. If anybody wishes to post any of the matter mentioned aforesaid, they need to take a prior permission from the management of the Company.

4.4 Intellectual Property Rights

Employee should refrain from using Company's logo, trademark, patents, copyrights or any other materials of the Company for non-business use. If they wish to post aforesaid information they should take a prior permission from the management of the Company.

4.5 Professional language

While posting anything about the Company employee should use professional and ethical language. When you identify yourself as an employee of the Company you should post anything in such a language which is not offended to any group of the society and should keep a distance from the language which discriminate anyone on the basis of race, gender, cast, religion or colour.

4.6 Maintain Dignity and Sovereignty of India

Employee must not comment or post any information which is against the dignity and sovereignty of India. Employee should refrain from using such a word or language which is against the country.

4.7 Personal Information

Employee should not share any personal information about their co-worker, Company's client, suppliers, customers or competitors.

4.8 Separate Account

All employees who are using official social media accounts of the Company are advised not to use Company's account for any personal use and should distinct personal account from Company's account.

4.9 Refrain from using Company's Computer System and Mobile devices for personal use

When you are using Company's computer or mobile, use of social media like WhatsApp, Twitter, LinkedIn, Facebook, personnel blogs, etc is allowed for business purpose only, using a Company's computer or mobile for personal use shall be liable for disciplinary action.

4.10 Negative post

Do not respond or comment on any negative post about the Company without obtaining prior permission from the management of the Company.

4.11 Monitoring

The Company shall have all right to monitor employee's use of social media on Company's computer system or mobiles. Company shall have also right to read comments and discussion which had been done by employee on the said devices during office hours or after office hours.

4.12 Employment Reference

Employee shall not make any employment reference on any of the social media platform without taking prior permission from the management of the Company.

5. Disciplinary Action

All employees shall be required to adhere the policy mentioned aforesaid. If anyone breaches the guidelines on social media usage and that causes harm to the Company, may be subject to disciplinary action which is not limited to refraining from using social media but also includes termination of employment and other disciplinary action as prescribed under law.