

SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

- 1.1 The Social Media Policy ('Policy') relates to Fitzpatrick Group ('Fitzpatrick Group') 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 Fitzpatrick Group ('Fitzpatrick Group Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Fitzpatrick Group workplace ('Fitzpatrick Group Contractors').
- 3.2 The Policy also applies to Fitzpatrick Group Employees and Fitzpatrick Group Contractors' participation in social media inside or outside of any Fitzpatrick Group 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 Fitzpatrick Group. Nor does it form part of any contract for service with Fitzpatrick Group.

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 Fitzpatrick Group; non-public information about the organisation and affairs of Fitzpatrick Group 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 Fitzpatrick Group or obtained in the course of working or providing services to Fitzpatrick Group 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 Fitzpatrick Group Employees and Fitzpatrick Group Contractors , inside and outside working hours, in the workplace of Fitzpatrick Group (or a related corporation of Fitzpatrick Group) 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 Fitzpatrick Group IN SOCIAL MEDIA

- 5.1 In consideration of the type of business of Fitzpatrick Group, any comments about or in connection with Fitzpatrick Group made in a social media platform must be factual and consistent information with Fitzpatrick Group's goals and objectives. This means protecting commercially sensitive information in accordance a Fitzpatrick Group Employee's contract of employment and a Fitzpatrick Group Contractor's contract for service.
- 5.2 All Fitzpatrick Group Employees and Fitzpatrick Group Contractors are restricted from making comments on behalf of Fitzpatrick Group or using Fitzpatrick Group's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Only the following Fitzpatrick Group Employees are authorised to speak on behalf of Fitzpatrick Group on Social media platforms:
 - (a) OWNER
- 5.4 Fitzpatrick Group recognises that circumstances may arise in which Fitzpatrick Group Employees and Fitzpatrick Group Contractors make mention of Fitzpatrick Group in social media.
- 5.5 Unless authorised by Fitzpatrick Group, any comments made by Fitzpatrick Group Employees and Fitzpatrick Group Contractors must contain a disclaimer

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that they are not representing Fitzpatrick Group and do not have authority to speak on behalf of Fitzpatrick Group, and the views of the Fitzpatrick Group Employee/Fitzpatrick Group Contractor do not represent the views of Fitzpatrick Group.

6. ACKNOWLEDGEMENT

6.1 All Fitzpatrick Group Employees and Fitzpatrick Group Contractors acknowledge that:

- (a) they are not to make comments which might reflect negatively on Fitzpatrick Group's reputation or make deliberately false or misleading claims about Fitzpatrick Group, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Fitzpatrick Group Employee or Fitzpatrick Group Contractor to correct the statement;
- (b) they must not disclose confidential or commercially sensitive information about Fitzpatrick Group including Fitzpatrick Group'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 Fitzpatrick Group without the explicit prior permission of the Bryn Robinson;
- (d) they must observe the relevant privacy, defamation and copyright laws; and
- (e) they must comply with relevant discrimination laws and Fitzpatrick Group 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 Fitzpatrick Group's reputation.

7.2 If you become aware of any such material which may damage Fitzpatrick Group or its reputation, you must immediately notify your manager and Bryn Robinson 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, Fitzpatrick Group Employees and Fitzpatrick Group Contractors should not disparage or make adverse comments about Fitzpatrick Group, any Fitzpatrick Group Employee or any Fitzpatrick Group Contractor. This includes where such comments are made whilst a Fitzpatrick Group Employee or Fitzpatrick Group Contractor is contributing to a Social Media Platform using a Fitzpatrick Group computer and internet resources and similarly whilst using a non-Fitzpatrick Group computer or hand held device.

- 8.2 Fitzpatrick Group Employees and Fitzpatrick Group Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by Fitzpatrick Group for monitoring purposes on an ongoing basis.
- 8.3 If it comes to Fitzpatrick Group's attention that a Fitzpatrick Group Employee or Fitzpatrick Group Contractor has made inappropriate and/or unauthorised comments about Fitzpatrick Group or a Fitzpatrick Group Employee or Fitzpatrick Group Contractor, Fitzpatrick Group 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 Fitzpatrick Group computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about Fitzpatrick Group, a Fitzpatrick Group Employee or Fitzpatrick Group Contractor via a non-Fitzpatrick Group computer or Hand Held Device.

9. Fitzpatrick Group EMPLOYEES' AND Fitzpatrick Group CONTRACTORS' RESPONSIBILITIES

- 9.1 Fitzpatrick Group Employees and Fitzpatrick Group Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Fitzpatrick Group and its products and services to the Bryn Robinson.

10. WARNING

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

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consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of Fitzpatrick Group'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 employment (or, for Fitzpatrick Group Contractors, the termination or non-renewal of their contract for service).

12. Fitzpatrick Group CONTACT

- 12.1 Any questions about this Policy should be directed to Bryn Robinson [ContactDirectorMedia].

Variations

Fitzpatrick Group reserves the right to vary, replace or terminate this Policy from time to time.