

## Social Media Charter

### **1. Internet, social media, web 2.0 interface and on-line communication**

"Social media" and "web 2.0" interface are generic terms which designate different activities integrating technology, social interaction and content creation on internet. Commercial and business-related activities in social media and on the web 2.0 are called "social media marketing" and form an integral part of a company's online communication.

Social media consist of different tools, such as blogs, wikis, photo and video sharing, podcasts, social networks, mashups and virtual worlds. The Hager Group Social Media Charter deals with all of these tools and others.

If you want to know more about social networks in general and the different tools which exist, please see the article on social media in HagerWiki.

### **2. Objective**

Hager Group encourages the use of social media tools in order to improve exchanges in communication, collaboration and information. This aims at supporting the missions of the Hager Group business.

We think that sharing information and experiences can be beneficial to both the collective human community and to each of us. By openly sharing knowledge, good practice and lessons learnt within the business with clients, suppliers, partners and the public, we can provide more effective and more efficient communication solutions in order to increase the excellence of our work.

In order to support these benefits, Hager Group has decided to use social media tools in a proactive manner by integrating them into its online communication. The use of social media respects the same standards of professional practice, responsibility and conduct which Hager Group adheres to in all areas.

Feel free to communicate with your colleagues, and to share and discuss your positive experiences for yourselves and for the business - only with prior and express permission from your management.

### **3. Object**

This charter is designed for the employees of Hager Group (hereafter "Hager Group") and for third parties in order to determine the expected use of social media. The charter also describes how you can participate in social media - only with prior express permission from your management.

## 4. Applicability

This charter is applicable to all the employees of Hager Group who use internet in their daily work. It also applies to contracting businesses involved in social media in the name of Hager Group within the terms of their service.

If you use social network tools such as Facebook, Twitter, LinkedIn, Flickr or YouTube for your work, if you have your own blog or if you post comments on the blogs of other people, wikis or forum, this charter is meant for you.

### 4.1 Private statements and publications

Each employee is also an ambassador of choice in their private sphere for Hager Group, its products and its visions. When you make a statement as a private individual that concerns the company, you can be perceived in your role as an employee of the company and the publication could be wrongly interpreted as an official statement on the part of Hager Group.

Please publish a responsibility waiver when you are talking privately about topics which concern Hager Group, for example: "These publications are personal and do not reflect the positions, strategies or opinions of Hager Group" in order to prevent misunderstandings.

If you have a personal blog in which you talk of issues linked to your work, please add a responsibility waiver on every page in order to show that the opinions you express are your own and do not represent the opinions of the wider Hager Group.

Please note that these responsibility waivers do not free you from your other obligations, especially those dictated in the rules of conduct, the privacy statement, the code of ethics and the basic principles.

Never use or make reference to your official/professional status when writing in a non-official/non-professional capacity.

### 4.2 Evolution of the charter

This charter essentially defines the main guidelines for the usage of social media tools and technology used by Hager Group employees or third parties.

This charter will obviously follow the evolution of technology.

## 5. Organisation

If any Hager Group legal entity, Business Area, Market Area, department or company wish, for any reason, to use a social media channel to promote or support the activities of Hager Group, regardless of geographical location, validation must be sought from Martin Mosler ([martin.mosler@hagergroup.com](mailto:martin.mosler@hagergroup.com)) Senior Manager Corporate Digital Communications, responsible for Social Media Governance and social media-related activities. Martin Mosler will assist you by informing you of the best-adapted practices to encourage synergy and coherence in the co-ordination of all social media activity.

## 6. Basic Principles

### 6.1. Code of conduct

Hager Group has codes of conduct which also apply to the use of social networks, such as, in particular, the rules of conduct, the privacy statements and the code of ethics.

These charters, codes and their content apply to all subject relating to prohibited activities such as, in particular, the use of vulgar or injurious language, attacks of a personal nature or other, offensive language towards individuals or groups, the promotion of commercial products, services or entities, or the promotion of political parties, candidates or groups, etc.

## 6.2. Personal presentation

If your function requires contact with the public and your connection with Hager Group is known to the general public, please ensure that your profile and related contents (even if this contact is personal and non-official/non-professional) are consistent with the way in which you would like to present yourself as a Hager Group employee, that they respect the confidential nature of your work (associated to your function) and conform to existing clauses, such as and in particular, the clauses of ethical conduct for employees and the rules of conduct.

Never use or make reference to your official/professional status when writing in a non-official/non-professional capacity.

## 6.3. Status of conversations

In many cases, conversation written within the framework of social media can be retrieved by search engines such as Google.

Even if only your contacts can see what you write, one of them might transmit your statement and make it available to a wider public.

Personal conversations within a social media network must therefore be assumed to be public rather than private.

## **7. Social Media Charter**

### 7.1 Stay focused on your principle missions

Using social media tools must never interfere with your principal missions within the company, unless their use is essential to accomplishing your work and you have prior express permission from your manager.

As stated in the Hager Group rules of IT conduct, surfing on internet, which also includes all social media activity, is authorised only if the content is clearly related to work. Stay focused on the clients, on existing commitments and the realisation of the Hager Group project.

Existing directives regulating the terms and conditions of social networks by Hager Group employees can be consulted on Hagernet.

### 7.2. Coordinating with the Corporate Communications service

Remember: the opportunity to write about Hager Group or topics relating to the company does not make you an official spokesperson for the group.

When you discuss Hager Group or topics which relate to it, feel free to call on the Corporate Communications service in order to co-ordinate with you if in doubt.

### 7.3. Present yourself in a correct manner

Be aware that you are connected with Hager Group on social networks and indicate that you are a Hager Group employee in order to avoid accusations of clandestine publicity.

Stay natural and be yourself. Credibility is essential in the world of social media. Do not pretend to be something you are not; openly show who you are.

### 7.4. Not all content is authorised to be published on social networks

Do not publish content without permission from the licensor (such as images, sounds, music, films or texts, etc.). Respect copyright (author's rights etc.), loyal usage, confidential content, laws on financial and confidential divulgation, etc.

If you are re-writing or declaring information or articles written by others, also refer to the owner of the content in question by a short responsibility waiver or by information from a link.

## 7.5. Create added value

Ensure that you write content or initiate dialogue on subjects that interest others. Social communication by Hager Group employees must be useful for our clients, our commercial partners and our employees. Their participation should bring information on facts, encourage readers to undertake more research on the topic or create a sense of community.

Your information is useful if it helps users deepen their knowledge and competencies, solve problems or understand Hager Group better. In order to reach this target, you could think about what you would find useful.

## 7.6. Be honest and transparent

Never present yourself and never present Hager Group or our commercial partners in a false or libellous manner as all information on the internet can be controlled.

False declarations are soon removed and could cause your credibility and that of the company to be questioned.

By naming your sources and showing respect for their authors, you will increase your own credibility. If there is something you don't know, do not be afraid of admitting it.

Avoid commenting on the work of colleagues working in other companies which do not fall within your competencies.

## 7.7. Correct others but stick to the facts

Hager Group is a complex organisation and we work in equally complex operational contexts. People may misunderstand us or chose to misunderstand us.

If you notice false or wrong information, or a misrepresentation of reality, feel free to reveal your identity and your relationship with the company and correct the error, but do so with respect and by presenting true, objective and verifiable facts.

Never use or make reference to your official/professional status when writing in a non-official/non-professional capacity.

If in doubt, consult the Corporate Communications service.

## 7.8. Respect confidentiality

Always act with caution when dealing with information relating to the company.

Of course, use your common sense when it relates to internal and/or confidential information.

First request permission from the owner of the information you want to share or consult the Corporate Communications service if in doubt.

Always protect sensitive information such as secured sales, personally identifiable information and any other information which is treated as confidential within the company.

Do not publish or speak of conversations which are meant to be pre-decisional or internal to Hager Group, unless you have permission from the directing body.

If in doubt, consult the Corporate Communications service.

## 7.9. Sensitive subjects and crisis management

If you feel that a situation could lead to a state of crisis for Hager Group, for instance, because of numerous discussions on the quality of a product, refer it to the Corporate Communications service.

Social media activities on these topics should be treated with caution and must cease if the above-mentioned situation should occur. Remember that you are only authorised to talk about endorsed topics.

Avoid anonymous contributions as a link to the company can be established by tracing the IP address.

Let the Corporate Communications service deal with all social media activity relating to the topic in question.

## **8. Netiquette (Principles of Communication)**

### 8.1. Being a good ambassador (behaviour)

Although the choice to use social media networks and tools within the private sphere is a personal decision, you must always be aware that your behaviour and opinions could always be interpreted as being those of the company.

In some cases, you will see that several people do not share your opinion. If this is the case, remain calm and factual. Conversations are only worthwhile if all participants show mutual respect. Do not provoke or insult other people. Clearly express your point of view, try to avoid conflicts and, if necessary, correct any misunderstanding.

It is sometimes better not to react to certain comments rather than give them any credit. If you need advice, feel free to consult the Corporate Communications service.

### 8.2. Be aware of what you publish (tone)

Do not make any online declarations that you would not like to see quoted on CNN or in the media, to need to justify to your mother or supervisor.

If you are about to publish something that makes you feel even slightly uneasy, please think about the reason for publishing and ask yourself: "Is this really what I want to say? " If you still feel uneasy and it relates to the activities of the company, ask your supervisor for advice.

### 8.3. Be the first to admit a mistake (exactitude)

Hager Group strives to make statements which are true and exact. If you have made a mistake, be honest about it. Admit and correct the error. If you are correcting an old publication on a blog, do so in an obvious manner, for instance by using the crossing-out function and adding a paragraph at the end to explain the update.

### 8.4. Pay attention to the content (quality)

Only a content of quality and added value will cause interesting discussions for any length of time. For this reason, it is best to address issues which relate to your specialised areas.

We can then guarantee a high level of quality. Only write or talk about topics which relate to your area of responsibility if you are certain that the content is equally current, exact and correct.

If in doubt, consult the Corporate Communications service.

### 8.5. Keep up-to-date (deadlines)

One of the biggest challenges of social media lies in the fact that communication happens in real time.

If you want to participate actively, please ensure that you are always willing to take time to update content, answer questions and correct incorrect content if necessary.

Respond to comments as soon as possible. In some cases, this may need time to do some research and obtain information from the company. Inform the community if this is the case.

## 8.6. Ask questions (internal support)

Hager Group is aware that not everyone has experience of social media or is a specialist in the area. Hager Group is willing to answer your questions and will help you in this matter. You can address your questions to the Corporate Digital Communications manager, Martin Mosler ([martin.mosler@hagergroup.com](mailto:martin.mosler@hagergroup.com)).

## 9. List of topics which must not be published on social media (non-exhaustive)

From the internal point of view of the company, and due to the many specific characteristics of social media, the following topics must not be published or discussed.

- rates and conditions;
- delivery deadlines;
- defects in quality;
- recall campaigns;
- dates such as the start of any communication campaigns, the start of production, the start of sales;
- information concerning new developments and innovations produced before the start of the communication campaign.

Other topics, related or similar to those listed above, must not be published either or be the object of communications. If in doubt, feel free to first contact the Corporate Digital Communications manager, Martin Mosler ([martin.mosler@hagergroup.com](mailto:martin.mosler@hagergroup.com)).

## 10. "Tips" for daily work

This useful advice will support you in your daily work with social media.

### 10.1. Published content remains on internet

When you are representing Hager Group in an official capacity, for which you have prior and express permission from the management, Hager Group is responsible for the content you publish on Facebook, Twitter, wikis or any other form of media generated by users.

Be aware that all communications statements belong to the public domain, are accessible for publication or discussion in all forms of media and exist and can be retrieved for an unlimited period of time.

### 10.2. Sharing content and information can transfer copyright

Remember: by accepting the terms of use of social media platforms, you declare that you are the owner of all the rights to the content and information that you publish on the platform, Facebook for example.

Additional advice: by posting content, you transfer your right of use to the social media platform.

For example, here are the terms of use of Facebook:

"For content that is covered by intellectual property rights, like photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License)."

This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.

### 10.3. Using photos with the logo of the Hager Group or of one of our brands

If you have a Facebook, LinkedIn or other account, we advise you against using photos showing you in front a Hager Group logo (either the Hager Group logo itself or that of one of our brands), as it can appear to give your site an official link with Hager Group.

## 10.4. Protect your private life

Many websites allow you to control who can see or have access to your content. Use these options. On Facebook, for example, you can control your privacy settings by clicking on "Settings -> Privacy Settings -> Profile" We recommend that you adjust all settings except for "Profile" and "Basic Information" to "friends only".

## 10.5. Be wary of computer worms, spam, scams, viruses, click jacking, like jacking

Only follow and click on serious publications and links on your newsfeed in order to avoid negative consequences for your reputation or your computer. In most cases, these computer worms only function on social platforms but they can also cause a lot of damage to your account.

Negative consequences depend on the computer worm and its type, and can vary from the automatic "like" message (which can damage your reputations by publishing compromising, embarrassing or pornographic photos) to a virus or trojan on your computer.

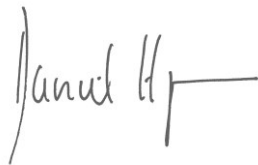
## 10.6. Be safe

Be especially careful about what you say online if you are in a professional context. Ensure that you have read and respected the rules of conduct, the privacy statement, the ethical conduct for employees and the terms of the basic principles.

Never post personal details such as your home address or that of a colleague. Remember that personal details of local team members, including their names and photos, can compromise their safety in many operational zones.

In order to protect yourself from burglaries, do not post information about when you are travelling or away from your work post. Never give your password to a third party.

Blieskastel, 15.01.2016



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