

Social Media Usage Policy

Objective:

Social Media brings us new opportunities to connect and communicate. As a part of the new age generation, we openly embrace Social Media and seek to inform and inspire our Customers, Consumers, Stakeholders, Employees & General Public (Herein collectively referred to as "Internet users") to engage in conversations. Facebook, LinkedIn, YouTube, Twitter, Instagram, Whatsapp and other online platforms are common tools used for the purpose. Social media encompasses the Internet technologies that enable users to easily share content online, including but not limited to, social networks, blogs, videos, photos, wikis, online reviews, online check-ins and more. There are thousands of social channels, networks and media tools and the list is growing.

Purpose:

A **social media policy** for the company is a document that outlines how its customers and stakeholders should conduct themselves online. The policy will also be a guideline for the organization how it must be presented online.

The Policy is important to ensure protection of organization's reputation. The policy may help to spell out for its employees what not to post about their company on **social networks**. The purpose of having a Social Media policy for Company's Customers, Stakeholders & General Public in place is to:

- Provide guidance while putting a comment, post, idea and concern on social media.
- Do's and Don'ts on Social Media for Company's Customers, Stakeholders & General Public.
- Regulations, Legal and compliance involved in implementing social media.

Scope

The policy is applicable to Internet users interacting with LIC Pension Fund Ltd. through content posted online, whether on blogs, Wikipedia discussion forums or any other form of user-generated media or any online social media platform such as Facebook, Twitter, LinkedIn, Instagram, YouTube etc. Applicability of this policy is limited to any posts, comments or response to social media handles owned by LIC Pension Fund Ltd. only.

Policy Statement:

1. Content

- a. LIC Pension Fund Ltd. has the right to change information, material and content provided or these Guidelines from time to time without prior intimation.

- b. The opinion or information provided by us or through a third party on the social media channels are not intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any sort of any product or service's solicitation.
- c. Sharing the content posted on our social media channels in its Original Format is permitted. However, no one has the right to use for monetary purposes, change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or content uploaded on our social media channels, or link any our other social media channels or other website to this page, without our prior written permission except as specifically enabled by the functionality of the social media channel.
- d. Please refrain from the use of abusive, defamatory, offensive, unparliamentary, unpleasant, threatening, harassing, improper language and offensive terms that target specific individuals or groups while communicating with us / others on our page. Also, please be on the topic of discussion while commenting or posting any content.
- e. LIC Pension Fund Ltd. reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, spam or violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on our page or any matter that the company deems as inappropriate in any way. Individuals/entities making such posts may be blocked, without intimation, from making further posts on our social media platforms.
- f. LIC Pension Fund Ltd. will delete comments that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- g. LIC Pension Fund Ltd. does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards.
- h. Content Management
 - LIC Pension Fund Ltd. shall designate one official or team for managing company's profile and user accounts in social media sites.
 - LIC Pension Fund Ltd. shall ensure that company's profile and user accounts in social media sites are created after approval from LIC Pension Fund Ltd.

- LIC Pension Fund Ltd. shall ensure that the information published on social media sites are accurate, consistent and approved.
- A message shall be displayed on LIC Pension Fund Ltd.'s profile on social media sites for its customers for not sharing of personal and confidential information within social media sites.

2. Privacy

- a. The content of all comments is immediately released into the public domain, so do not submit anything you do not wish to be broadcast to the general public.
- b. Please do not post personal, account sensitive information viz. debit/credit card number, PIN, Passwords, account numbers, phone numbers etc. However, LIC Pension Fund Ltd. will endeavour to remove such information from our Social Media Channels wherever noticed without any intimation. LIC Pension Fund Ltd. doesn't undertake any liability for any financial and/or other losses, identity/information theft or any such issue faced by users on account of posting their sensitive/ personal information.
- c. With the use of our Facebook, Twitter, YouTube and other social media content, you also conform to the respective platform's Terms and Conditions and its prevailing Privacy Policy as well any regulatory norms that have to be adhered to.

3. Third Party Information

- a. LIC Pension Fund Ltd. is not responsible for the content, privacy or security policies of any external websites or links.
- b. Any third-party views and opinions in the comments or posts are solely and exclusively of the user/such third party. LIC Pension Fund Ltd. does not take any responsibility for such views, nor do endorse their views.
- c. LIC Pension Fund Ltd. does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/or via our social media properties and/or decisions taken by anyone on the basis of messages from Third Parties.
- d. LIC Pension Fund Ltd. does not take any responsibilities or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilised in connection with the page.
- e. LIC Pension Fund Ltd. does not endorse the advertisements and any content or links provided by social media websites on our respective social media channels and company is not responsible for the same. Whilst using this page, you may be

provided links to the website ([http://www.licpensionfund.in./](http://www.licpensionfund.in/)) or related pages or any other related websites including those of our group companies etc. for further information on the products, offers. Your use of our website and/or such third-party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by us exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.

4. Regulations, Legal and compliance:

- a. Communications made via the Facebook fan page will in no way constitute a legal or official notice or comment to the company or any official or employee of the company for any purpose.
- b. LIC Pension Fund Ltd. reserves the right to use, edit, alter, publish or distribute the content that you have posted on our social media channels in any manner without any legal or monetary obligation.
- c. Under no circumstances the company shall or any of our affiliates or representatives, be liable to you for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or errors of content, personal injury or property damage, of any nature whatsoever, emanating from your use to and access of our page. You specifically acknowledge that LIC Pension Fund Ltd. shall not take any liability for content or the offensive, defamatory, or illegal conduct of any third party and that the risk of damage or harm arising from the preceding entirely rests with you. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction

5. Responsibility of Employees

Social media is transforming the way we interact. Online collaboration enables people to share knowledge and ideas regardless of rank, title, or experience. While this digital interaction brings huge benefits, it also comes with certain risks and responsibilities. As a result, employees should follow a code of conduct to ensure your interactions are safe, positive, and truly representative of the company's image.

Creating Personal accounts

When creating your own accounts, one decision you need to make is whether you will use it for personal, professional, or both types of content.

You may choose to have social media accounts that are entirely personal: no mention of your employer, no sharing of LIC Pension Fund Ltd. content, no connection between your channel and the company's brand. In this case, you are free to use your social media channel as you wish.

But bear in mind that in this day and age, keeping the private and personal, and professional entirely separate is almost impossible. This means that as an LIC Pension Fund Ltd. employee, the employees must abide by Ethics in everything they do.

Professional accounts

As soon as you use a social media account or blog that links the content with LIC Pension Fund Ltd., there are specific guidelines you need to abide by:

- The employees are welcome to declare your role at LIC Pension Fund Ltd. in their user biography, but it should always be clear that the account is not a corporate channel but rather the voice of an individual.
- Once employees have declared their association with LIC Pension Fund Ltd., anything your post should reflect our Values and aligned with our ethical principles.
- Do not include LICPFL/LICPensionFund as part of your profile or username (e.g., @RajLICPFLDel or something like that).
- Please do not use LIC Pension Fund Ltd. branding in your avatar/ profile pic. You may however use branded banners in your social media profiles.
- Retweets or shares *are* endorsements (regardless of what people put in their bio), which means sharing content that constitutes an IPR infringement, defamation, disparagement or abuse will not be tolerated.
- Never share content that is client confidential or reveals confidential intellectual property

Think before you post

Keep in mind that most online social platforms are like public marketplaces: what's out there is available for all to see. On social platforms, the boundaries of professional and personal information are not always clear. In these days of shifting privacy policies and powerful search engine indexing, you can't always be sure what is being shared, viewed, or archived. Note that what you publish online will be public for a very long time. What you post will reflect on you, so be consistent with the way you would wish to portray yourself to friends, family, colleagues, and clients. If you are unsure whether certain content is appropriate to share online, then don't post it.

Responsibility

You are personally responsible for your words and actions, no matter where you are, even in the online world.

Conduct

Trust is the key element in building relationships online. Build trust by keeping a respectful tone, even when disagreeing with others and by responding to comments in a timely manner. If you realize that you've made a mistake, try to correct it promptly.

Do not engage in any conduct online that would not be acceptable in your workplace or that is unlawful. For example, do not make derogatory remarks, bully, intimidate, harass other users, use insults or post content that is hateful, slanderous, threatening, discriminating, or pornographic. You should not make remarks, jokes or display material that may offend a member of a particular race, religion or gender.

Confidentiality

Always protect confidential and other proprietary information. Make sure any reference to customers, business partners does not violate any non-disclosure obligations. Do not disclose information about colleagues or other persons, misuse their personal data or publish their photos without their permission. Public sites are not appropriate forums for internal communication with other Group employees.

7. Applicability of Law

All these Guidelines shall be governed and controlled by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of capable jurisdiction located in Mumbai.

8. Review

The policy shall be reviewed annually to ensure that it meets legal requirements and reflects best practices.

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