

LOMGroup's SOCIAL MEDIA GUIDELINES

GUIDELINE FOR THE USE OF SOCIAL MEDIA AND SOCIAL NETWORKS
FOR LOMGroup EMPLOYEES



Social media is a fixed part of our everyday lives and includes rating portals, blogs, discussion forums, photo and video portals, social networks and wikis. All of these platforms and networks allow us to communicate in a digital way. LOMGroup also uses diverse platforms and offers in the so-called social web to hold a dialog with customers, investors, shareholders, the media, applicants and employees and to increase awareness of the company.

As an employee, you might have your own accounts, profiles and websites in the social web and can make your own contribution to giving LOMGroup a face to the public. The following recommendations will help you to use social media responsibly and safely.



LOMGroup SOCIAL MEDIA GUIDELINES

1. PRIVATE AND PROFESSIONAL LIFE CANNOT ALWAYS BE SEPARATED.

Even if you only use social networks for private purposes, you may come into contact with colleagues, customers or competitors or be asked about LOMGroup. If you name LOMGroup as your employer in profiles or reference your work and/or LOMGroup in posts, please be aware that this information is often publicly accessible. From an outside perspective, you are automatically considered a representative of the company and the LOMGroup brand. Even if you work for a subsidiary or joint venture – your conduct online can impact LOMGroup and other employees.

2. BE HONEST.

In social media: Honesty is the best policy. False statements and inaccuracies can be uncovered particularly quickly online – and once something has been published, it is very difficult to completely remove it from the Internet.

3. BE POLITE.

Always remember that you are talking to real people online. Treat other people the same way you yourself would like to be treated – especially when you are publicly voicing criticism. Be objective and constructive. If you or the company are attacked, do not allow yourself to be provoked. End the conversation. In this case, the relevant moderators, platform operations of LOMGroup Corporate Communications & Public Affairs are responsible.

4. ONLY SPEAK FOR YOURSELF.

Official company statements are only published in social media by authorized employees. If you wish to publish about LOMGroup, competitors or associated content, please identify yourself publicly as an employee. Be clear that you are acting as a private person and not on behalf of LOMGroup. Use 'I', rather than 'we'. If you operate a website or blog on issues relevant to the company, please use the following disclaimer: "The content on this website is my personal opinion and does not necessarily represent the opinion of my

5. OBSERVE THE LOMGroup CODE OF CONDUCT AND CORPORATE VALUES.

The **LOMGroup Code of Conduct** is based on the values of the **LOMGroup Mission Statement** and provides binding rules for the business conduct of LOMGroup employees. These rules also apply in social web. Act in the interests of the company and respect, promote and protect the corporate values.

6. PROTECT CONFIDENTIAL COMPANY INFORMATION.

Operational and business secrets of LOMGroup, customers or suppliers do not belong on the Internet; this also applies for information from internal media or events. In the worst case, you could face legal consequences. If you are unsure whether information should be treated confidentially or can be passed on, please contact your supervisor. If you are in any doubt, do not

7. ACT RESPONSIBLY.

You alone are responsible for the information you make available. Read your post again, before you publish it.

8. ADHERE TO APPLICABLE LAWS.

Existing laws also apply online; copyright and privacy rights are particularly relevant here. You should therefore only publish your own content, images and videos and respect others' rights.

10. BECOME AN AMBASSADOR FOR LOMGROUP.

The people who work for LOMGroup are its lifeblood. Writing interesting reports from your daily work at LOMGroup not only helps maintain contact to your network, it also communicates a vibrant image of your employer. Feel free to link, comment and share everything you find on our **social media presence**.

10. MAKE CONTACT.

If you have topic suggestions, problems or other questions about using social media please contact [Corporate Communications & Public Affairs](#).