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# PSB ALLIANCE PVT.LTD

## Social Media Policy

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## 1. Introduction

Social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. In today's society, the use of social media has become a necessary daily activity. It is a valuable communication tool with others locally and worldwide, as well as to share, create, and spread information. The most influential social media tool is social networking sites like Facebook, Twitter, Instagram, WhatsApp, Blogger, LinkedIn etc.

## 2. Purpose

Social media can influence consumer decisions through reviews, marketing tactics and advertising. Essentially, social media vastly impacts our ability to communicate, form relationships, access and spread information, and to arrive at the best decision. Hence, it is of vital importance to have a social media policy in place by PSB Alliance Pvt Ltd. (hereinafter known as the "Company"). with the following purpose:

- a) Providing guidelines for posting any content, message, image, concern etc. on social media.
- b) Dos and Don'ts on social media for Customers, Stakeholders and General Public.
- c) Regulations, Legal and compliance involved in implementing social media.

## 3. Policy for Customers, Stakeholders & General Public

### 3.1.Content

- i. The Company has the right to change information, material and content provided or these guidelines from time to time without prior intimation.
- ii. Sharing the content posted on Company's social media sites in its Original Format is permitted. However, no person shall use such content for commercial purposes nor shall any person change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or whole of such content uploaded on the Company's social media site, or link any other social media site or other website to the Company's social media sites, without the Company's prior written permission except as specifically enabled by the functionality of the social media channel.
- iii. The Company reserves the right to prohibit any person 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 the Company / others on Company's social media sites.

- iv. The Company reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, racist, casteist or spam or violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on the Company's 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. This is at the entire discretion of the Company.
- v. The Company will delete, without any notice, 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.
- vi. The opinion or information provided by the Company or through a third party on the social media sites are not intended nor shall it be deemed to constitute as an advice, or solicitation for any product or service.
- vii. The Company does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards or those that violate any laws or regulations in force.

### **3.2. Privacy**

- i. The content of all comments is immediately released into the public domain, accordingly Customers, Stakeholders & General Public are advised not to submit any information that they do not wish to be broadcast to the general public.
- ii. Customers, Stakeholders & General Public are advised not to post personal, account sensitive information viz. debit/credit card number, PIN, Passwords, account numbers, phone numbers etc ('Confidential Information') on any of the Company's social media sites. The Company, without incurring any obligation to do so, will endeavour to remove such Confidential Information from its social media sites wherever noticed, without any intimation. The Company does not 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.
- iii. With the use of the Company's Facebook, Twitter, YouTube and contents from other social media sites, the Customers, Stakeholders & General Public also conform to the respective platform's Terms and Conditions and its prevailing Privacy Policy as well any legal & regulatory norms that have to be adhered to.



### **3.3. Third Party Information**

- i. The Company is not responsible for the content, privacy or security policies of any external websites or links.
- ii. Any third-party views and opinions in the comments or posts are solely and exclusively of the user/such third party. The Company does not take any responsibility for such views, nor endorses their views. This is inclusive of the text, images, documents, audio and videos added, posted or linked by the users/such third parties.
- iii. The Company 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 any person on the basis of messages from Third Parties. The Company does not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by social media website users.
- iv. The Company 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 Company's social media sites. The Company does not make any representation regarding the security of any content sent or posted or uploaded using the media of Internet as they are subject to possible interception, alteration or loss.
- v. The Company does not endorse the advertisements and any content or links provided by social media websites on the Company's respective social media sites and is not responsible for the same. Whilst using this page, links may be provided by the Company to the website ( \_\_\_\_\_ ) or related pages or any other related websites including those of its group companies, alliance partners, merchants etc. for the purpose of information of their products, services and other offers without any liability on the Company's part. The use of Company's 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 the Company exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.

### **3.4. Queries, Suggestions, Feedback & Complaints**

It is recommended to use the services of the Company's Contact Centre at \_\_\_\_\_ or other secure channels designated by the Company from time to time for suggestions/feedback/queries. As resolution of such matters require



customer sensitive details these should not be posted on any social media platforms due to the risk of information/identity theft which may result in financial and other losses to customers.

### **3.5. Regulations, Compliance and Legal**

- i. Communications made via the Company's social media sites 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.
- ii. All communications to the Company should be in the manner as may provided in any communication or document or in the Company's website.
- iii. The Company reserves the right to use, edit, alter, publish or distribute the content that have been posted on its social media sites in any manner without incurring any legal or monetary obligation.
- iv. The Company reserves its rights to initiate appropriate legal proceedings in the event of any breach/violation of these guidelines / other terms and conditions as may be specified by it from time to time, including but not limited to blocking access to the Company's page without any further notice.
- v. Under no circumstances the Company shall or any of its affiliates or representatives, be liable 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 use to and access of its page. The Company shall not be liable for any damage or harm arising from the content or the offensive, defamatory, or illegal conduct of any third party using the Company's social media site. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.
- vi. To the extent permitted by law applicable, the Company, its affiliates, officers, Directors, employees, and agents, shall be indemnified and held harmless against any and all damages, claims, obligations, liabilities, losses, costs or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from:
  - a) use of and access of the Company's page;
  - b) violation of any of these guidelines;
  - c) violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or
  - d) all or any claim that content posted caused damage to a third party.

The indemnification obligation contained herein shall survive these guidelines and use of our social media channels.



### **3.6. Applicable Law & Jurisdiction**

- i. All these guidelines shall be governed by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of competent jurisdiction located in Mumbai.
  
- ii. "PSB Alliance Pvt. Ltd." and its logos are intellectual properties of the Company. Any use of such intellectual properties, or any other content displayed herein by a person without the express written consent of the Company is prohibited and liable to prosecution.