

King Vehicle Engineering Limited

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SOCIAL MEDIA POLICY

The King Group of Companies (“the Group”) accepts that its employees may use social media and that social media sites are a useful way of interacting socially with colleagues and friends.

For the purposes of this Policy the term “social media” refers to information or dialogue which is available and posted on an internet-based forum or app. Examples include (but are not limited to): Facebook, Instagram, LinkedIn, Snapchat, Tumblr, Twitter, Reddit, WhatsApp and YouTube.

The Group expects certain standards of conduct to be observed to protect both its legitimate business interests and its employees from the dangers of inappropriate use of social media. This policy applies both inside and outside the workplace irrespective of whether the posts are done during working hours or in the employee’s own time.

Employees must observe the guidelines noted below.


1. Employees must not post information on social media which refers to the Group, the Group’s business activities, its customers or suppliers. This includes matters and instances that occur during the carrying out of their duties for the Group.
2. Employees must not access social media sites during working hours, except for legitimate business purposes. Access using the Group’s IT systems is restricted, unless specific permission is granted by a Director or senior manager.
3. Employees must make it clear when posting information or comments on social media that any personal views expressed are their own and don’t reflect the views of their employer.
4. Employees must not post information on social media that is confidential to the Group, its suppliers or customers and must not discuss colleagues, competitors, customers or suppliers without their prior consent.
5. Employees will be held accountable for any comment on social media which has any direct or indirect connection with the Group which is derogatory, defamatory, misrepresentative, discriminatory or offensive in any way, or which could bring the Group into disrepute.
6. Employees should be aware that social media may create documents that courts can order to be disclosed for use in legal proceedings. Consequently, employees will be assumed to have written or posted items unless they can prove definitively that they have not done so.
7. The Group (or an appointed third party) will monitor social media as is deemed necessary in order to protect its business interests and employees.
8. Social media is not the appropriate place to raise a workplace concern and any instances of this may be regarded as a serious breach of this policy.
9. Employees must never disclose commercially sensitive, private or confidential information or publish/share any information that may have a negative impact on people’s perceptions of the Group. You are personally responsible for content you publish on social media and are reminded that what you publish will be publicly available for many years.
10. Misuse of social media can, in certain circumstances, constitute a criminal offence or otherwise give rise to a legal and financial liability against you regardless of whether or not you are still employed by the Group.

If you are unsure regarding anything outlined above, you should seek advice from the Group HR department or your line manager in the first instance. If there is any doubt in your mind, the best option is to refrain from publishing content altogether.

This policy is designed to give guidance and to protect both employees and the Group from any damage that social media may cause. A failure to adhere to this policy may result in action in accordance with the Company’s disciplinary procedure. The Company reserves the right to take such action as necessary

to protect its reputation and to pursue individuals for any losses it may incur as a result of inappropriate behaviour.

If you find content posted on social media about the Group that contravenes this policy, please report it to the Group HR department, your line manager or a Director.

Approved By	Position	Signature	Date
Harold W Martin	Chairman		January 2020