

Social Media Policy

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Sala Srl, in addition to publishing corporate content on the official websites www.salasrl.com and www.lineaspindle.com, is also present on the social networks Facebook, Instagram, LinkedIn and YouTube with the Sala Srl and Linea Spindle brands, in order to promote its products and inform the public in real time about initiatives and services, from both a corporate and general interest point of view.

The Social Media Policy is a code of conduct that provides the main rules of conduct that employees, consultants and partners of Sala Srl (e.g. salespeople, consultants, suppliers, etc.), hereinafter referred to as “Promoters”, are required to observe every time they publish, share or comment on contents concerning Sala Srl, regardless of whether the social media interaction is carried out by means of an official corporate account or through the personal account of the Promoter.

Improper use of social channels may:

- › Damage the general image and reputation of Sala Srl;
- › Lead to direct damages (e.g. compensation claims in case of the publication of content infringing copyright and intellectual property).

Promoters are called upon to adhere to the company’s communication strategy.

1. Management of the official accounts

The Marketing Department has the task of administering all the official social profiles of Sala Srl, which are linked to on the two sites www.salasrl.com and www.lineaspindle.com.

It also has the task of monitoring the reputation of the company and its representatives on social networks, and evaluating posts and conversations in which Sala Srl is mentioned, including via tags (e.g. @salasrl, @lineaspindle) and hashtags (e.g. #salasrl, #lineaspindle).

The managers of the Marketing Department will moderate all content on social media, from requests to inappropriate or defamatory content posted by private users.

Employees authorized to use the corporate social accounts, who also have personal accounts, are called on to pay utmost attention in using the two different types of profile, in order to avoid the accidental swapping of profiles while using the social tools.



2. Creation and publication of content on the official accounts

The content published on corporate accounts must be created by or agreed on with the Marketing Department, which has the task of verifying that such content is always in line with Sala Srl's communication strategy.

Text, photographic and video content promoted on social channels must always meet the following requirements:

- › They must be positive and in no way aimed at comparative advertising;
- › They must comply with company policy;
- › They must only provide certain, verified information that always respects the copyright of others;
- › They can provide information and/or curiosities relating to Sala Srl and its technological assets, but only on approval by the Marketing Department.

The people in charge of preparing creative content on behalf of the company speak on behalf of the company and to a particular audience and must always make sure that the shared content:

- › Is unassailable: the internet does not forget, and any content can be brought back to light and used against the author or the company at any time;
- › Does not disclose personal data, corporate material protected by intellectual property rights (including copyright) or confidential information.

All content posted on official social media is approved by the marketing department and can be freely shared by Promoters.

3. Creation and publication of contents on the personal accounts of Promoters

It must be remembered that even content shared on personal accounts, once posted on the internet, may have a global resonance.

In the use and management of their private social media accounts, Promoters and particularly employees are required to comply with certain rules of conduct aimed at safeguarding Sala Srl, its employees and both of their reputations.

Employees and Promoters who choose to disclose their work activities are required to specify in information posted regarding Sala Srl that the opinions expressed therein are of a personal nature and do not in any way engage the responsibility of Sala Srl.

Regardless of the social network used, when Promoters intend to publish new content relating to Sala Srl, they must liaise with the Marketing Department.

If the publication platform is LinkedIn, Instagram or Facebook, Promoters are encouraged to tag the official profile Sala Srl (@salasrl) or Linea Spindle (@lineaspindle).

The dissemination on your private profile of corporate content or information not previously reported on the official social channels and not appearing on the Sala Srl and Linea Spindle sites is to be avoided. In particular, Promoters are asked not to publish on their personal profiles any type of information or news that Sala Srl circulates for internal use only.

In particular, the employees of Sala Srl:

- › Without prejudice to the correct exercise of trade union freedoms and the right of criticism, are advised to refrain from transmitting or disseminating messages which, due to their form or content, may in any way harm Sala Srl by damaging its image or compromising its efficiency;
- › Are required to maintain public conduct that is respectful of the organization where they work;
- › May not disclose confidential information via social media, including, but not limited to, internal correspondence, information of third parties (e.g. partners, institutions, users, stakeholders) of which they are aware, information on work activities, services, projects and documents not yet made public, decisions yet to be taken, and measures relating to ongoing proceedings, before they have been officially deliberated and formally communicated to the interested parties;
- › Must respect the privacy of colleagues, avoiding references to work activities performed, except only for information already in the general public domain;
- › With the exception of public events taking place in the workplace, may not disclose photos, videos or other multimedia material that shows the personnel or premises of the company without the explicit authorization of the Marketing Department;
- › May not publish blogs, pages or other channels in the name of Sala Srl or which deal with topics related to its activities, without the prior authorization of Sala Srl;
- › May not use Sala Srl trademarks on personal accounts without prior authorization from the company.

4. Times and methods of conversations on social networks as per company policy (only for employees)

It is recommended to share the contents published on the official Sala Srl accounts according to the established methods of the social network used (e.g. like, recommend, share, etc.). Ideas and proposals for new content to share on social networks are welcome.

Sala Srl expects good conduct from its employees also in virtual spheres, including the following principles:

- › Write correctly from a grammatical point of view;
- › Write only certain and verified facts;
- › Do not disrespect people, companies, institutions, groups, categories or ethnicities;
- › Do not tag or hashtag third parties, except under prior authorization from Sala Srl;
- › Do not use corporate hashtags and/or tags on third-party pages.

