

# EPTA

## Social Media Policy



# INTRODUCTION

Social media have become an essential part of modern life. They keep us in contact with our friends, relatives and colleagues; they allow us to be informed on global events and to communicate instantly, efficiently and globally in an open space visible to everyone. **Epta** is aware of the positive impact that can stem from social media and **wants to encourage safe use of these channels in line with Epta Values.**

Our Company trusts #EptaPeople and wants to clarify proper rules to help everyone who wants to join online and offline conversations. Therefore, this policy provides **guidelines on how to manage social media** (when used for professional purposes), **in compliance with Epta Group's Code of Ethics** in order to optimize corporate social media accounts and mutual relations with stakeholders, suppliers and clients.

Epta is a cross countries organization, representing many different cultures and backgrounds. Being a multinational Group is a strength in a dynamic and ever-changing environment where it is essential to coordinate our external communication to make every action part of the same positive change.

# EPTA SOCIAL MEDIA GUIDELINES

Epta encourages #EptaPeople, its employees, to examine the internal guidelines for the use of Social Media.

## 1 WRITE ACCURATE CONTENT

The Internet has a long memory. This is why it is important to post content with care, attention and precision. If you make a mistake or you realize that your post or comment may be harmful to you or Epta, do not worry: you can always edit or delete it.

## 2 POST RESPONSIBLY

Think carefully before posting something on social media. Your content represents you and you are fully responsible for it. Remember that words can have an impact – both positive and negative – on you and other people, especially when they are posted on social media, an open space where content is public and available to everyone.

## 3 DO NOT POST CONFIDENTIAL INFORMATION

All corporate information, internal documents and communications must not be posted on social media. This includes photos taken in the work environment (offices/plants) or showing colleagues. When in doubt, ask to the Communication Department.

## 4 ASK CUSTOMERS FOR PERMISSION BEFORE POSTING

If the content you want to post concerns Epta Clients (photos of: installed refrigerated cabinets, environments or private events, etc.), make sure you received the authorization to post that content from the Clients themselves.

## 5 ALWAYS COORDINATE WITH THE COMMUNICATION DEPARTMENT

Epta's social media accounts must be the first to disclose certain information, such as the Group's participation to events, public and private manifestations, charitable or social initiatives, or the award or reception of national or international prizes. Therefore, before posting an information about the Group on social media, check that it has already been communicated on the official social media pages of the Company. When in doubt, you can always ask to the Communication Department.

## 6 REMEMBER THAT YOU REPRESENT THE COMPANY

What you post online affects the reputation of the Company, especially (but not only) if you declare that you work for Epta on your personal accounts. Keep that in mind if you share content related to Epta in an open space like social media.

## 7 KEEP OTHER PEOPLE'S SENSITIVITY IN MIND

Epta is an international entity that unites multiple stories and cultures. Remember that something you find harmless may be offensive to others. Therefore, before commenting, replying or sharing, try to think about who may read what you wrote, keeping in mind that anybody could see your content. As a general rule, always act according to the values of respect and inclusivity that Epta promotes, even online.

## 8 BE CAREFUL WHEN YOU ARE CONTACTED BY JOURNALISTS

Every online conversation with journalists can be shared with the general public, even if they work for a simple local magazine. Therefore, if for any reason you are contacted by a newspaper, a journalist or an opinion leader through social media, contact the Communication Department before replying or making any comment.

## 9 REPORT CONVERSATIONS ABOUT THE COMPANY AND DO NOT INTERVENE

If you become aware of information about Epta or its products that can be detrimental to Epta's reputation, report it to your direct manager, who will inform the Communication Department. They will be the ones to deal with the point raised. Do not reply or intervene on your own action, commenting or taking a stance: even if you are well-intentioned, it is important to coordinate with the Company first and decide together how to reply or take action.

## 10 DO NOT USE SOCIAL MEDIA TO EXPRESS DISAGREEMENT WITH THE COMPANY

For any question or doubt about your business relationship with Epta, please refer to the channels provided by the Company (direct manager or Human Resources Department). The best and most functional way to solve any doubt is to discuss it with Epta internal departments.

## 11 DO NOT USE SOCIAL MEDIA TO EXPRESS DISAGREEMENT WITH COMPETITORS, CLIENTS AND SUPPLIERS

Social media platforms are not the place to create business disputes. Always remember that criticizing competitors, clients and/or suppliers on social media reflects badly not only on the single user, but also on the Company they work for.

Social media are ever-changing, so these guidelines change accordingly. Epta encourages you to periodically check its Social Media Policy, available at the [link](#).

We invite you to connect with Epta's social media accounts, in order to better coordinate your activity on these platforms:

- LinkedIn:
  1. EPTA GROUP
  2. Epta Italia
  3. Epta France
  4. Epta UK
  5. Epta International
  6. Epta Middle East
  7. Epta Latam
  8. Epta APAC
  9. Kysor Warren
- Facebook: [Epta](#)
- Instagram: [epta\\_group](#)
- Twitter: [@Epta\\_Group](#)
- Youtube: [EPTAspa](#)

For any further reference, please contact the Communication Department at the following e-mail address: [corporate.mktg@eptarefrigeration.com](mailto:corporate.mktg@eptarefrigeration.com)

