

PhotoBiz® Online Social Media Policy

SUMMARY

We recognize that public opinion is shaped, in large part, by the Internet and the many online conversations that take place through it. As a company, we actively participate in these online conversations to let the world know about PhotoBiz® and the products and services it offers (e.g., Portfolio Sites, Content Sites, Online Stores, Point of Sale App, Invoicing, Blogs, Blog Sites, SEO, Passionate Support®). We are committed to ensuring that the company and its employees appropriately, legally, and tastefully participate in online social media.

These online social media policies have been developed to help empower you to participate in this new frontier of marketing and share the innovative and upbeat spirit of our brand. The policies are intended to educate and guide you as you participate in online media, both when you are participating personally, as well as when you are directly acting on behalf of the company, if applicable. Regardless of the situation, it is imperative that you are aware your actions reflect on the company.

To the extent that it does not interfere with your work performance, the company encourages you to participate in online social media at a level at which you feel comfortable. **Have fun, but be smart.** Approach online worlds in the same way you would the physical one – by using common sense, by keeping in mind the company's goals and values, and by following all other applicable laws and policies.

POLICIES & GUIDELINES FOR USE OF ONLINE SOCIAL MEDIA

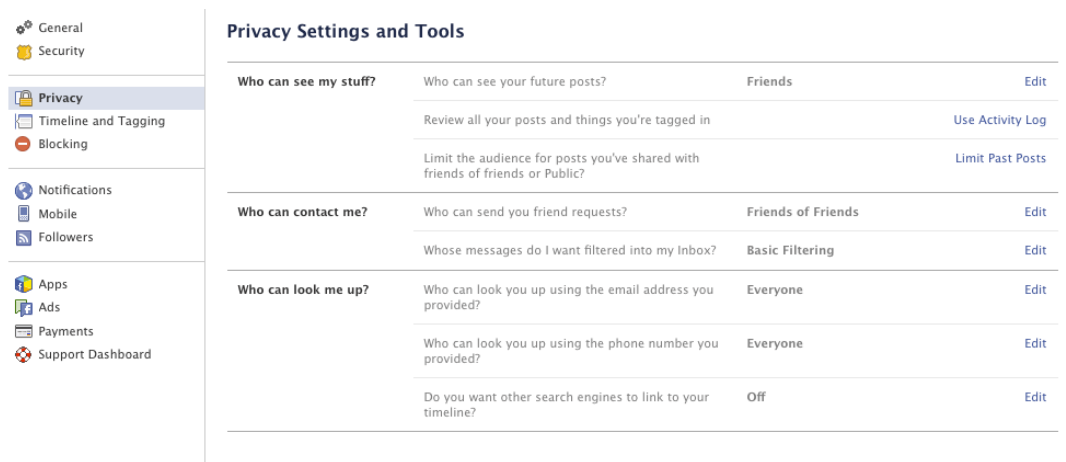
These policies and guidelines are meant to apply to work-related sites and discussions and are not meant to infringe your free expression. We believe you will find many of the principles below also helpful in your personal online social media activity. It is important that you are aware of the implications of engaging in online social media and online conversations. Some common forms of online conversations include blogs, tweets, status updates, web pages, and forums.

No matter how seemingly unrelated, your engagement in online conversations may end up reflecting on the company. Of course, your impact on the company is greatest when you reference the company and/or your relationship with the company. **Departure from the following policies and guidelines may subject you to disciplinary review, termination, or other appropriate action to the extent allowable by applicable law. In no way is this policy meant to prohibit lawful or legally protected activity.**

- **Use an Accurate Voice.** Do not speak “on behalf” of the company, unless you are authorized to do so (see the section below on Online Spokespeople). There's a big difference between speaking “on behalf” of the company and speaking “about” the company. If you are not speaking “on behalf” of the company, be sure to make that clear in your communication (e.g., “Although I

work for PhotoBiz, I am speaking solely on behalf of myself," or "These statements are my own and don't necessarily reflect the opinions of PhotoBiz.").

- **Conduct Company Business on Company Social Media and Email Accounts.** Employees must not conduct company business on their personal emails or social media accounts. Use your company sponsored account. If you do not have one, please contact the Marketing Team.
- **Protect Your Privacy and Personal Information.** Be warned that disclosure of your personal information online may lead customers or third parties to contact you directly or otherwise misuse that information. The company recommends that you **do not give out** any critical personal information (e.g., phone numbers, personal email addresses, home address, social security number, driver's license number, relative's or loved one's information, etc.). The company recommends that you do not use your personal social media accounts to interact with customers or third parties that you meet in the course of you work.
- **Recommended Facebook Settings.** The company recommends that you set your Facebook Sharing settings on Friends Only (see below) to maximize privacy and minimize the disclosure of private information.



The screenshot displays the Facebook 'Privacy Settings and Tools' interface. On the left is a sidebar menu with options: General, Security, Privacy (highlighted), Timeline and Tagging, Blocking, Notifications, Mobile, Followers, Apps, Ads, Payments, and Support Dashboard. The main content area is titled 'Privacy Settings and Tools' and contains three sections: 'Who can see my stuff?', 'Who can contact me?', and 'Who can look me up?'. Each section has a table of settings with 'Edit' links.

Who can see my stuff?		
Who can see your future posts?	Friends	Edit
Review all your posts and things you're tagged in		Use Activity Log
Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts

Who can contact me?		
Who can send you friend requests?	Friends of Friends	Edit
Whose messages do I want filtered into my Inbox?	Basic Filtering	Edit

Who can look me up?		
Who can look you up using the email address you provided?	Everyone	Edit
Who can look you up using the phone number you provided?	Everyone	Edit
Do you want other search engines to link to your timeline?	Off	Edit

- **Protect the Privacy of Others.** This means that you should be conscientious regarding any Personally Identifiable Information (PII) that we collect, including how we collect, store, use, or share that PII, all of which should be done pursuant to applicable privacy policies, laws, and information technology policies.
- **Protect Others' Intellectual Property.** Respect the copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space, including with regard to user-generated content. How exactly you do this may depend on your particular situation, so consult the appropriate persons within the company when needed.

- **Do Not Use the Company Logos or Trademarks Unless Authorized.** You may state that you are an employee of PhotoBiz, but do not use the logos or trademarks unless authorized.
- **Report Violators.** If you discover that someone is utilizing the company's copyrights, trademarks, or other intellectual property without permission, please report it to patrick@photobiz.com.
- **Responsibly Use Technology.** We will not use or align the company with any organizations or websites that deploy the use of adware, malware, spyware, or excessive tracking software.
- **Adhere to All Applicable Policies.** All company employees are subject to the company's policies in every public setting. In addition, other policies, including the company's privacy policy and terms of use, govern employee's behavior with respect to the disclosure of information; these policies are applicable to your personal activities online.
- **Be Responsible for Your Actions.** Anything you post that can potentially tarnish the company's image will ultimately be your responsibility. We encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense. A good litmus test is to ask yourself how your posting would look to your manager or if it was quoted in a newspaper.

Employees may be disciplined for posting content that is defamatory, pornographic, proprietary, harassing, unlawfully discriminatory, libelous, or that may create a hostile work environment. Keep in mind that such postings may result in a lawsuit against you by company employees, competitors, or third parties.

- **Be a "Scout" for Compliments and Criticism.** Even if you are not an official online spokesperson for the company, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Company or its brands online that you believe are important, consider sharing them by forwarding them to the Marketing Team, marketing@photobiz.com.
- **Be Respectful.** Speak respectfully about the company, its current and past employees, its partners, its customers, and even its competitors. Do not engage in name calling or other behavior that will reflect poorly on the company. Do not speak against a competitor's product or service, rather, highlight what the company has to offer.

- **Let Subject Matter Experts Respond to Negative Posts or Complex Questions.** You may come across negative or disparaging posts about the company or see third parties trying to spark negative conversations. Unless you are a certified online spokesperson, avoid the temptation to react yourself. Pass the post(s) along to our official spokespersons that are trained to address such comments. If you see a complex question that is not within your area of expertise, please pass the question along to the appropriate party (or obtain the answer). If in doubt, consult with an official company spokesperson.
- **Do Not Give Legal Advice.** If asked for advice, be sure that the advice sought does not cross into the realm of a legal opinion. When in doubt, do not attempt to answer the question and direct the person to consult an attorney.
- **Be Conscious When Mixing Your Business and Personal Lives.** Online, your personal and business personas are likely to intersect. The company respects the free speech rights of all of its employees, but you must remember that customers, colleagues, and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of the company or its customers (including confidential information), and be aware that taking public positions online that are counter to the company's interests might cause conflict.
- **Know that the Internet is Permanent.** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.
- **Give Credit where Credit is Due and Don't Violate Others' Rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).
- **Be Responsible to Your Work.** The company understands that its employees engage in online social media activities at work for legitimate purposes and that these activities may be helpful for company affairs. However, the company encourages all employees to exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.

- **Remember that Your Local Posts can have Global Significance.** The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others. Keep that “world view” in mind when you are participating in online conversations.

Our Expectations for Online Spokespeople

The company has certain employees act as spokespeople for the company on various “fan pages” and other online forums. When doing so, the spokespeople must be identified as PhotoBiz employees. For instance, admins of the company’s Facebook fan page must administrate the page from Facebook accounts set up with their @photobiz.com email address, not their personal Facebook accounts (no personal Facebook accounts may be used to administrate the PhotoBiz Facebook fan page). In addition, when administrators of PhotoBiz’s Facebook fan page make posts on that page, the company’s online spokespeople will be identified only as PhotoBiz. Employees must not conduct company business on their personal emails or social media accounts. The following policies, in addition to the above-stated policies guide how our online spokespeople should represent the company in an online, official capacity.

- **Be Mindful that You are Representing the Company.** As a company representative, it is important that your posts convey the same positive, service-oriented spirit that the company instills in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the company.
- **Fully Disclose Your Affiliation with the Company.** The company requires all employees who are communicating on behalf of the company to always disclose their name and their affiliation. It is never acceptable to use aliases or otherwise deceive people. State your relationship with the company from the outset, e.g., “Hi, I’m John and I work for PhotoBiz” This may not be necessary if your communication will state that it comes from PhotoBiz (e.g., administrators on PhotoBiz’s Facebook Fan Page).
- **Be Honest and Transparent.** The company forbids manipulating the social media flow by creating “fake” destinations and posts designed to mislead followers and control a conversation. Every website, “fan page”, or other online destination that is ultimately controlled by the company must make that fact known to users and must be authorized according to applicable internal protocols in order to track and monitor the company’s online presence.
- **Do Not Make Unauthorized Promises.** When discussing the company’s products or services, it may be tempting to promise a customer or third party a benefit that goes beyond what the company directly offers. Don’t do it, unless you have permission from company management. Check into whether the company

will allow something before making promises. Even tacit statements can lead a customer or third party to believe he or she will receive a benefit.

- **Stay Within Your Area of Expertise.** Do not discuss subject matter outside your area of expertise (e.g., being an online spokesperson does not mean you speak for the company on all topics). For instance, if your area of expertise is technical support, do not discuss sales and promotions, or vice versa.
- **When in Doubt, Do Not Post.** Employees are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the company. Exercise sound judgment and common sense, and if there is any doubt, DO NOT POST IT. In any circumstance in which you are uncertain about how to respond to a post, please contact the Marketing Team, marketing@photobiz.com.
- **Respond to Support Request Quickly, and When Possible, Move Support Requests to Support Tickets.** At times clients will post support questions specific to their accounts on various social media outlets. It is important to respond to these requests quickly (e.g., within 1 hour during PhotoBiz normal business hours, within 2-3 hours during waking hours on days the PhotoBiz office is closed). Depending on the nature of the question (e.g., can't upload, site is down), client's questions can lead to other clients thinking something is wrong with PhotoBiz's system, when there is nothing wrong. In an effort to mitigate the spread of misinformation, when possible (e.g., Facebook) delete the support requests, communicate to the client who made the post that their request has been moved to a support ticket and that they will be contacted by a member of the Passionate Support team (e.g., a private message on Facebook or an email through the ticket system), and create a support ticket.

I, _____, have read, understood, and agree to abide by
(Print Name)

the PhotoBiz® Online Social Media Policy. I understand that the PhotoBiz® Online Social Media Policy is now a part of into the PhotoBiz® Employee Handbook (incorporated by reference).

Dated: _____, 201__

Signed: _____