



SOCIAL MEDIA POLICY

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1. INTRODUCTION

With the rise of new media and next generation communication tools, the ways in which companies and their employees communicate internally and externally continue to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities.

As for financial institutions, it creates new levels of regulatory and reputation risks as well as the potential to detract from productivity in the workplace. Social media is often thought of, in terms of a handful of well-known social media sites, such as Facebook, WhatsApp, Instagram, twitter and so on and so forth.

Social media encompasses the internet technologies that enable consumers to easily share content online, including and not limited to, social networks, blogs video, photos, wikis, online reviews, online check-ins and much more. There are thousands of social channels, networks and media tools and they are growing day by day. Social Media platforms allow users to have conversations, share information, express ideas and create web content.

The objective behind Company's presence on Social Media platforms are:

- i. To keep stakeholders informed about ongoing developments and events about the Company, its products and services.
- ii. Attend to feedback/ opinion related to the Company's products and services.

2. SCOPE OF THIS POLICY

The policy applies to any online platform where information or postings reflect on the Company whether posted by an employee, someone representing the Company, or an external client or prospect. These platforms include but are not limited to:

Facebook, Instagram, Twitter, LinkedIn, Wikipedia, Google, Blogs, Emails etc.

3. POLICY FOR COMPANY'S CUSTOMERS, STAKEHOLDERS & GENERAL PUBLIC

a) Contents

- All contents posted on Social Media channels are meant to be indicative and informative in nature. These do not imply any contractual obligation on the part of the Company. For the most authentic information, please visit our website <https://www.nivarahousing.com/> or visit nearest Branch.
- The Company reserves its right to change information, material, content posted on its Social Media channels/ Platforms as and when required without prior intimation to any person.
- Directors and Key Managerial Personnel can post any information on social media. However, they should refrain themselves from post of any content which may violate any

law or which may against the public policy or which may infringe privacy rights of any person.

- The Company reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, intimidating, discriminating, harassing, hateful, improper language, spam or violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on our page or any matter that the Company deems as inappropriate in any way. Individuals/ any entity making such posts may be blocked, without intimation, from making further posts on Company's Social Media platforms. The same is at the sole discretion of the Company.
- The Company may delete/ request to delete comments/ posts 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 proposition.
- It is not possible for the Company to fully monitor all comments/ posts on its Social Media channels but wherever it comes to the notice of the Company that any comment/post is misleading, offensive, unlawful, infringes third party rights or in breach of these terms and conditions, then the Company reserves its right to remove it from its Social Media channels.

b) Privacy

- Do not post personal, account sensitive information viz. debit/ credit card number, PIN, Passwords, account numbers, phone numbers etc. The Company doesn't 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.
- With the use of our LinkedIn, Facebook, Twitter and other Social Media channels, visitor on social media also conform to the respective platform's Terms and Conditions and its prevailing Privacy Policy or any regulatory norms that have to be adhered to.

c) Third Party Information

- Any third party views and opinions in the comments or posts are solely and exclusively of the user/ such third party. The Company neither takes 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/ third parties.
- 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 Company's Social Media properties and/ or decisions taken by anyone 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.

4. BREACH OF POLICY

This occurs when an employee or any third party violates the norms set by an organization but not limited to:

- **Posting Confidential Information:** Sharing sensitive company data, trade secrets, or customer details.

- **Defamation or Harassment:** Making derogatory comments about colleagues, clients, or the company.
- **Inappropriate Content:** Posting offensive, discriminatory, or harmful material that reflects poorly on the organization.
- **Misuse of Company Accounts:** Using official social media accounts for personal opinions or unauthorized promotions.
- **Violation of Brand Guidelines:** Misrepresenting the company's values or engaging in activities that damage its reputation.

The Marketing Team will regularly monitor the official website and social accounts of the Company, and any breach will be brought to attention of Senior Management.

Following actions may be initiated against employees or third party in case of any breach:

- **Internal Investigation:** Conduct a thorough review of the incident, including gathering evidence, assessing the impact, and determining whether the employee violated company policies.
- **Disciplinary Action:** If the remark breaches social media or workplace conduct policies, the company may issue a **written warning, suspension, or termination**, depending on the severity.
- **Legal Recourse:** If the remark is defamatory or causes financial harm, the company may pursue legal action, such as a defamation lawsuit or seeking damages.

5. REVIEW OF POLICY

The Human Resource department Head will review and approve this policy on an annual basis or earlier in case of any interim changes required based on the guidelines issued by the Government / RBI / NHB.