

Social Media Policy

Introduction

As the online landscape continues to mature, the opportunities for CR team members to communicate with customers, each other, and the world are evolving. Social media creates opportunities to champion the CR brands and for personal expression, but it also creates risks and responsibilities.

You should assume that anything you do on social media – whether on a business or personal account – could be viewed by a colleague, supervisor, partner, supplier, competitor, investor, customer, or potential customer.

This Social Media Policy has been developed to help empower CR team members to participate in social media communications and represent CR in positive ways. CR encourages all its team members to explore and engage in social media communities at a level at which they feel comfortable. This Online Social Media Policy is intended to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of CR.

SOCIAL MEDIA CORE VALUES

1. Transparency in every social media engagement. When you talk about CR on social media, you should disclose that you work for CR. Your friends may know where you work, but their network of friends and colleagues may not, and you don't want to accidentally mislead someone.

Just putting that you work for CR in your bio is not enough! You must make that clear in every social media interaction where you talk about CR.

If you have a vested interest in something you are discussing, be the first to point it out and be specific about what your interest is. Be yourself! Stick to your area of expertise. Only write about what you know but, please use a disclaimer like this one: "All opinions are my own".

2. You are personally responsible for the content you publish on Facebook, LinkedIn, Twitter Instagram, blogs, wikis or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time.

Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, rethink and review. If you are still unsure and it is related to CR and its brands, talk to your manager or the Marketing Team by emailing marketing@crmining.com

3. Protection of our customers' privacy. This means that we 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 IT policies.

You are also prohibited from sharing a customer's or team member's PII on external social media sites. For example, if you engage with a customer about a complaint or ordering issue on social media, you should not include any identifying information about that person or their order (e.g., order number) in your posts. As a rule, you should never post personal information about someone else on social media without their permission. This could cause damage to that person, to your reputation and relationships, and to CR, and could even result in lawsuits.

4. Respect of copyright, trademarks, rights of publicity, and other third-party rights in the online social media space, including with user-generated content (UGC). To avoid violating trademark, copyright or publicity rights, do not post images or other content without the consent of those who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a link.

You are also personally responsible for complying with any terms of the social media platform you are using. These terms differ across platforms and can include detailed community standards. You should familiarize yourself with the terms and standards for each platform you use.

If in doubt, please contact the Marketing Team on marketing@crmining.com for clarification.

5. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the CR workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (like religion or politics). If you are in a virtual world as a CR representative, please dress and behave accordingly. We all appreciate respect.

6. Think about consequences. Imagine you are sitting in a sales meeting and your client brings out a printout of a colleague's post that states that the product you were about to sell is problematic. Talk about a tough pitch.

If you mistakenly post something on a social media platform, it will be hard to delete completely. So be sure you're only posting content you would feel comfortable showing up in your manager's inbox, your co-worker's Twitter or Instagram feed, or the front page of a major news site.

Everything you post online can be traced back to you, so be sure what you post is appropriate before you post it. Your post might be shared with others and archived even if you delete it later. Even if you put something in your bio about your content being just your own, that might not stop someone else online from complaining about your activity and noting that you work for CR.

CR OFFICIAL SPOKESPEOPLE

All team members are encouraged to speak about the company and share news and information, but only authorized and trained spokespeople may speak on behalf of CR and issue official company responses. If you see something being shared related to CR on a social media platform that shouldn't be happening, immediately inform the Marketing Team at marketing@crmining.com, your manager, or some other appropriate contact. And always remember that anything posted in social media can go viral or be reshared or reposted as there is very little privacy protection for anything shared on social media, no matter what your privacy settings may be.

SOCIAL MEDIA ACCOUNT OWNERSHIP

If you participate in social media activities as part of your job at CR on an account created for that purpose, that account is considered CR's property and remains so if you leave the company — meaning you will not try to change

the password or the account name or create a similar sounding account or assert any ownership of the account or the contacts and connections you have gained through the account. Any materials created for or posted on the account will remain CR property.

This doesn't apply to personal accounts that you may access at work but does apply to all CR and affiliate company branded accounts. If you have any questions about an account you operate, please reach out to the Marketing Team on marketing@crmining.com to discuss the account.

RELATED POLICIES AND CONSEQUENCE OF VIOLATIONS

As a CR team member, you are expected to adhere to this policy on social media, including but not limited to Twitter, LinkedIn, Instagram, Facebook, WeChat, YouTube, Flickr, Twitch, blogs, wikis or any other tool or service that facilitates interactions over the internet.

This policy supplements other CR policies and standards, including the CR Code of Conduct, Ethics and Diversity as well as the Information Security Management Policies. If your post would violate a CR policy in another forum, it will also violate it on social media. Team members who violate this or other CR policies may be subject to disciplinary action up to and including termination of employment in accordance with the local laws where you are employed.

For any additional questions or support, reach out to the Marketing Team on marketing@crmining.com



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