Bertelsmann Social Media Guidelines

SocialMedia@Bertelsmann

The "SocialMedia@Bertelsmann" guidelines aim to provide guidance for all employees who want to talk about Bertelsmann, its divisions, companies, products or services on the social media. Basically, of course, the same rules and limitations apply as for comments about your job or employer outside the social media world, so all applicable laws and regulations and especially the Code of Conduct remain unaffected. However, because content on social media can be disseminated faster and more widely than ever before, and because once the content is disseminated by the sender it can neither be controlled nor completely erased, Bertelsmann would also like to make its employees aware of how to use social media responsibly.

1. **Respect:** Respect for other people, cultures, societies and religions is part of Bertelsmann's identity and of the way it does business. Please always behave correctly and fairly towards others.

2. **Confidentiality & Security:** Keep business or trade secrets and observe privacy protection rules. Observe the Executive Board's IT security policy, which restricts the use of Internet access to business purposes. When you post, please also consider the interests of your own company's customers, competitors and business partners.

3. **Responsibility:** If you make personal statements or express subjective views, please identify them as such and accept responsibility for your stance. In each case check your posts for integrity, accuracy and truthfulness. If required, please reveal yourself as an employee in discussions and posts.

4. **Protection of third-party rights:** As a media company, the protection of any third-party rights, and especially of intellectual property, is a particular priority. Therefore, when publishing content such as text, photos, movies, or music, please respect the rights of the respective owners or anyone else who may be affected.

5. **One Voice Policy:** Use of the Bertelsmann brand requires the approval of the Group Corporate Communications department. For example, before using, charts, speeches, photos, or articles from internal media on the social web, clear this with the responsible corporate communications department or management team.

6. **Privacy:** Protect your privacy and that of others, especially your colleagues, employees and supervisors. Please be aware that no one is anonymous on the Net, and that it is practically impossible to delete posts without leaving a trace.