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From RBIN/DSO	For third party vendors and their Employees	Our Reference RBIN/DSO	Date 01.03.2017

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Terms and Abbreviations

NDA	Non-Disclosure Agreement
PSA	Professional Services Agreement

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1. **Scope**

This ‘Bosch - Social Media Guidelines’ is an extension to the PSA signed with the third party vendors. Usage of online social media platforms (such as Blogs, Micro blogs, Forums and discussion boards, Social networking, Video and image sharing sites and online encyclopedias) by third party vendors and their employees, related to Bosch falls under the scope of these guidelines.

2. **Purpose**

The purpose of these guidelines is to provide clarity on the content posted about Bosch in social media by third party vendors and their employees.

This document is broadly organized as,

- Overarching principles for social media usage
- Social media Content and Comment policy
- Definition of inappropriate and unacceptable content
- Extended workplace responsibility
- Suggestive guidelines with respect to dealing with negative comments
- Consequences of infringement

3. **Applicability**

This document is designed to provide prescriptive guidance on the usage of social media to post about Bosch or share Bosch related data or of its acquaintances (like customer, vendor, etc.). This is applicable to all third party vendors and their employees’ engaged in Business Processes with Bosch.

These guidelines and principles are non-negotiable and cannot be waived. Exceptions if any must be accompanied by a clearance from Bosch.

4. **Bosch Social Media Guidelines – Overarching principles**

Bosch believes in certain principles regarding the communications associated with social media. Here, these are termed as “overarching principles” that third party vendors and their employees should abide to while interacting in social media platforms. These principles are aimed to provide a productive, safe and responsible move towards engaging in social media.

4.1. **Responsibility**

Third party vendors and their employees are personally responsible for the content they publish. Any information published will be public for a long time and has vast reach beyond one’s control. Even after deletion, internet has a very long memory. Due diligence should be exercised while authoring, posting, commenting or linking any social media content.

4.2. **Integrity and transparency**

Information about any content specific to or indicating Bosch or of its acquaintances (such as customer, vendor, etc.) can be used in social media interactions only after scrutiny by authorized personnel from Bosch. Misrepresentation of information can be deleterious for Bosch's identity and the third party vendors and their employees’ may face serious consequences.

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Due care should be exercised before any content is used in social media interactions. When accurate information is not available, it is advised that the third party vendors and their employees' should refrain from using it in social media interactions. Identify yourself, be true to your principles and never try to fake or misrepresent facts or be someone else or create any fictitious identity.

4.3. **Confidentiality and Information disclosure**

Transparency does not mean that one can discuss about Bosch's intellectual property, proprietary information, business plans, future products, business performance, financial information, personal data of employees etc., on social media platforms. Third party vendors and their employees' are expected to exercise due care regarding confidentiality of Bosch's information. Computer viruses or other malware present on social media sites can affect Bosch information systems. It should be remembered that third party vendors (and their employees) of Bosch are bound by Non-Disclosure Agreement (NDA) as a requirement to obtain authorization to work for Bosch. Any violations of such NDA may lead to disciplinary and legal consequences.

4.4. **Privacy**

Bosch lays emphasis on safeguarding privacy of individuals. It is expected that the third party vendors and their employees' adhere to the rules released in [Notification 2011](#), framed under the [Information technology Act, 2000](#) while engaging in social media interactions. Disclosure of sensitive personal information would attract not only disciplinary action, but also possible legal action.

4.5. **Liability and understanding legal sensitivities**

The users of social media will be held personally responsible, liable and accountable for any content or commentary that is deemed defamatory, derogatory, harassing and obscene. Ownership (official vs. personal) of information systems (computers, laptops, handhelds, smart phones, tablets etc.,) used for social media interactions is immaterial.

Unintended action, ignorance of law, rules and guidelines is not an excuse and will not stand in an argument or a debate or forum. Though internet is borderless, jurisdictions have separate laws. Due care should be exercised while interacting in this borderless virtual space because multiple laws may apply depending on where you live and work.

Respect copyright law and financial disclosure laws. Be fair in the usage of copyrighted material. Plagiarism is considered not only as dishonesty but also as breach of ethics. Reference to other's work is recommended.

4.6. **Use of disclaimers**

Include a phrase in the "About me" section that the opinions and remarks expressed on user's account are their own and do not necessarily represent the company's thoughts, positions, strategies or opinions.

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4.7. **Cultural diversity and due respect to audience**

Local posts may have global implications. Restrain from making ethnic slurs, personal insults and do not engage in a social media activity that possibly will lead to inflammatory discussion. The topics related to religion and politics are sensitive and may be considered inappropriate and offensive.

Think about social media as an extension of the workplace. One should respect others' privacy, beliefs and thoughts.

4.8. **Real world interactions vs. virtual interactions**

Acceptable practices in the real world should be consistent with the virtual world. Third party vendors and their employees' engaging in social media interactions should be extra cautious because virtual interactions miss some vital components of real world interactions; such as facial expressions, tone, intent, etc. With lack of these components, virtual interactions may be interpreted in numerous ways and can lead to unwarranted situations.

4.9. **Primary responsibilities vs. engagement in social media interactions**

As a duty towards Bosch, third party vendors and their employees' are expected to efficiently handle the designated primary responsibilities. Even though social media interactions are changing the way businesses operate, these interactions should not disturb or take over the time designated for performing primary responsibilities.

5. **Social Media Content and Comment Policy**

The social media content and comment policy outlines criteria for postings and published commentary by any third party vendor and their employees' on social media sites.

Input and thoughts are appreciated, but Bosch will remove objectionable comments or content on the social media accounts that it operates. This content includes but is not limited to:

- a. Obscene or racist content
- b. Hate speech
- c. Personal attacks, insults, harassment, and derogatory or threatening language
- d. Bosch Intellectual property, proprietary, financial information and/or reputation
- e. Any material in violation of any laws, including copyright
- f. Any information causing or indicating threat to national security
- g. Private, personal information published without consent
- h. Commercial promotions or spam
- i. Information or links unrelated to the content of the forum
- j. Any other objectionable content

Repeated violations of Bosch content and comment policy may cause the author to be blocked from participation on the social media channel(s) or account(s) that Bosch operates.

6. **Definition of inappropriate and unacceptable content**

Contents under categories 'a' through 'g' mentioned in section 5 above are considered inappropriate and unacceptable whether they are a part of comments or other social media content in any form (such as text, audio, video, images etc.). It should be remembered that other

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categories such as spam (category ‘h’ in the above list) may sometimes include inappropriate content. Categories of inappropriate content listed above are indicative and any other categories not included above that may be objectionable will be termed as inappropriate and unacceptable content.

In addition to the above, disproportionate usage of social media at work to an extent impeding assigned primary responsibilities is also considered unacceptable.

7. Extended workplace responsibility

Work place extends beyond the office and office hours and the social media overarching principles and other specific guidelines mentioned in this document are applicable.

8. Dealing with negative comments

Think before responding and re-read your response before submitting. Think about how your response will be perceived. Avoid sarcasm and unpleasant remarks. Negative comments usually strive to provoke and instigate a response. Do not engage in heated debates. It is advised to not react to ‘rumours’. One should not deny or affirm them, be neutral and could reply with "we don't comment on baseless allegation", or "our designated spokesperson will revert on this topic" etc.". Avoid public disputes in social media engagements the same way they are avoided in real world interactions.

9. Monitoring and reporting on usage of time of social media

As per Bosch policy, private usage of Bosch IT infrastructure is prohibited. Hence Bosch reserves the rights to monitor comments, discussions or content about the group of companies posted by anyone on the internet. If any content violates the social media guidelines mentioned in this document, Bosch reserves the right to seek clarification and if required, ask third party vendors and their employees’ to delete the comment and provide explanation. Suitable corrective and disciplinary action will be taken after investigation by the company.

If you come across any content that needs to be reported, send an e-mail to your counterpart in Bosch. Bosch respects your stewardship towards reporting infringement of social media guidelines. Bosch India will not disclose the identity of the person who reports infringement of this guideline.

10. Legal disclaimer

Bosch does not assume any responsibility or liability (financially or otherwise) for any injury, loss or damage incurred to and / or by you,

- from your social media interactions
- as a result of any use or reliance upon the information and material contained within social media interactions

The respective third party vendors and their employees’ are liable for the same. Section 4.5 of this document may be referred for further understanding.

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11. Infringement of Guidelines and Disciplinary action

This guideline is not exhaustive but indicative of the principles governing the usage of social media. Infringement or deviation from these guidelines and / or of similar nature is subject to legal consequences including but not limited to termination of the PSA.

12. Revision and revocation of guidelines

Owing to the technological advancements, dynamics and very nature of the interactions in the virtual world such as in social media, these guidelines will be revised periodically. These guidelines may be amended, substituted or revoked without prior notice or cause and the amended, substituted or revoked guideline shall then be applicable to all third party vendors and their employees.

13. Document History

Version	Author	Change description	Release date
1.0	RBIN/DSO	Initial Version	01.03.2017