



M.A.T.E.S
Material for Advancement in
Training for Excellence in Sales

Toymate SOCIAL MEDIA POLICY

OVERVIEW

The information contained in this Policy explains in detail the Company Social Media policy and outlines the company expectations of all employees in regards to the use of social media whilst an employee of Toymate.

It is not only important for you to be able to understand this policy, but to also realise the consequences to the business if staff do not follow the outlined Policy.

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SOCIAL MEDIA POLICY

1. SOCIAL MEDIA POLICY

- 1.1 The Social Media Policy ('Policy') relates to Toymate ('Toymate') and, where relevant, operates in conjunction with the Internet, Email and Computer Use Policy and the Contract of Employment or contract for service.

2. COMMENCEMENT OF POLICY

- 2.1 This Policy will commence from 12/7/2020. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

3. APPLICATION OF THE POLICY

- 3.1 The Policy relates to all full-time, part-time and casual employees of Toymate ('Toymate Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the Toymate workplace ('Toymate Contractors').
- 3.2 The Policy also applies to Toymate Employees and Toymate Contractors' participation in social media inside or outside of any Toymate workplace and includes use of a Contractor's or an Employee's own device.
- 3.3 The Policy does not form part of any contract of employment with Toymate. Nor does it form part of any contract for service with Toymate.

4. DEFINITIONS

- 4.1 In this Policy:
- (a) **'Blogging'** means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
 - (b) **'Confidential Information'** includes but is not limited to trade secrets of Toymate; non-public information about the organisation and affairs of Toymate such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from Toymate or obtained in the course of working or providing services to Toymate that is by its nature confidential.
 - (c) **'Computer'** includes all laptop computers and desk top computers.

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- (d) **'Hand Held Device'** includes all such devices which are used by Toymate Employees and Toymate Contractors , inside and outside working hours, in the workplace of Toymate (or a related corporation of Toymate) or at any other place. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDAs, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
- (e) **'Intellectual Property'** means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
- (f) **'Person'** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
- (g) **'Social Networking Site'** and **'Social Media Platform'** includes but is not limited to Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, 'Wikis' (e.g. Wikipedia) and other similar sites.

5. REPRESENTING TOYMATE IN SOCIAL MEDIA

- 5.1 In consideration of the type of business of Toymate, any comments about or in connection with Toymate made in a social media platform must be factual and consistent information with Toymate's goals and objectives. This means protecting commercially sensitive information in accordance a Toymate Employee's contract of employment and a Toymate Contractor's contract for service.
- 5.2 All Toymate Employees and Toymate Contractors are restricted from making comments on behalf of Toymate or using Toymate's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.
- 5.3 Only the following Toymate Employees are authorised to speak on behalf of Toymate on Social media platforms:
 - (a) OWNER
- 5.4 Toymate recognises that circumstances may arise in which Toymate Employees and Toymate Contractors make mention of Toymate in social media.
- 5.5 Unless authorised by Toymate, any comments made by Toymate Employees and Toymate Contractors must contain a disclaimer that they are not representing Toymate and do not have authority to speak on behalf of Toymate, and the views of the Toymate Employee/Toymate Contractor do not represent the views of Toymate.

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6. ACKNOWLEDGEMENT

- 6.1 All Toymate Employees and Toymate Contractors acknowledge that:
- (a) they are not to make comments which might reflect negatively on Toymate's reputation or make deliberately false or misleading claims about Toymate, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the Toymate Employee or Toymate Contractor to correct the statement;
 - (b) they must not disclose confidential or commercially sensitive information about Toymate including Toymate's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
 - (c) they must not endorse or cite any client, partner or supplier of Toymate without the explicit prior permission of the Idan Levy;
 - (d) they must observe the relevant privacy, defamation and copyright laws; and
 - (e) they must comply with relevant discrimination laws and Toymate policies that relate to discrimination and harassment.

7. MATERIAL POSTED BY OTHERS

- 7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees) in the social media environment may also damage Toymate's reputation.
- 7.2 If you become aware of any such material which may damage Toymate or its reputation, you must immediately notify your manager and Idan Levy.

8. EXTERNAL SOCIAL MEDIA PLATFORMS

- 8.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, Toymate Employees and Toymate Contractors should not disparage or make adverse comments about Toymate, any Toymate Employee or any Toymate Contractor. This includes where such comments are made whilst a Toymate Employee or Toymate Contractor is contributing to a Social Media Platform using a Toymate computer and internet resources and similarly whilst using a non-Toymate computer or handheld device.
- 8.2 Toymate Employees and Toymate Contractors should be aware that, in accordance with the Internet, Email and Computer Use Policy, internet usage is continuously logged and archived by Toymate for monitoring purposes on an ongoing basis.
- 8.3 If it comes to Toymate's attention that a Toymate Employee or Toymate Contractor has made inappropriate and/or unauthorised comments about Toymate or a Toymate Employee or Toymate Contractor, Toymate may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using Toymate computer and internet resources but may include action taken as a

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consequence of inappropriate and/or unauthorised contributions made about Toymate, a Toymate Employee or Toymate Contractor via a non-Toymate computer or Hand Held Device.

9. EMPLOYEES' RESPONSIBILITIES

9.1 Toymate Employees and Toymate Contractors are personally responsible to report any inaccurate, misleading or deceptive information they encounter about Toymate and its products and services to the Idan Levy.

10. WARNING

10.1 Apart from the potentially adverse effects a blog or social networking entry may have on Toymate, inappropriate blogs on internal or external sites can also have adverse consequences for a Toymate Employee or Toymate Contractors in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

10.2 Toymate may use and disclose an Employee's or Contractor's social media posts where that use or disclosure is:

- (a) for a purpose related to the employment of any employee or related to Toymate's business activities; or
- (b) use or disclosure to a law enforcement agency in connection with an offence; or
- (c) use or disclosure in connection with legal proceedings; or
- (d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.

10.3 While users are permitted to use Toymate's computer network for limited and reasonable personal use, Employees and Contractors must be mindful that any information (personal or other) they disclose while using Toymate's computer network may be used and/or disclosed as provided for in clause 10.2 above. An Employee or Contractor is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of Toymate's computer network.

11. CONSEQUENCES OF BREACHING THE SOCIAL MEDIA POLICY

11.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for Toymate Contractors, the termination or non-renewal of their contract for service).

12. Toymate CONTACT

12.1 Any questions about this Policy should be directed to Idan Levy [ContactDirectorMedia].

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Variations

Toymate reserves the right to vary, replace or terminate this Policy from time to time.

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