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Version	Prepared	Reviewed	Approved
Date			
Signature	Original Signed		
Name	HR Team	Leadership Team	Head of the Organization
Original document will be filed with HR			

0.0 Process Owner

Human Resources

1.0 Preface

TASEC (Erstwhile TAS-AGT Systems Ltd.) recognizes the importance of social media in shaping public opinion about the company and its current and future offerings for employees, partners and customers.

TASEC (Erstwhile TAS-AGT Systems Ltd.) also recognizes the importance of its employees participating in and helping shape industry conversation through blogging and using other social media.

2.0 Objective :

- Encourage the use of social media by employees for business benefit, while at the same time address the concerns of inappropriate usage of such media.
- Utilise the opportunities provided by social media services to enhance TASEC (Erstwhile TAS-AGT Systems Ltd.) brand image, marketing & communication capabilities.

3.0 Definitions:

Social Media (In context of this policy): Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. It supports the democratisation of knowledge and information, enabling people to be content producers in addition to being content consumers. This policy applies as much in passive participation as in active participation.

Social Media as covered by this policy includes, but is not limited to the following:

- Social/Professional networking websites such as Facebook, Orkut, LinkedIn and other similar websites.
- Micro blogging services such as Twitter and other similar sites.
- Photo sharing websites such as Google plus, Flickr, Picasa, Twit pic and others.
- Video sharing websites such as YouTube and others.

- News & Media websites with moderated or un-moderated public commentary.
- Wikis such as Wikipedia, Wikinews etc.
- Free or paid blogging platforms, virtual simulation sites or File sharing website such as Slide share, Google Docs etc.
- Technology and knowledge sharing communities, sponsored or user monitored.

Social Media publishing techniques as covered by this policy includes, but is not limited to the following:

- **Blogging:** An activity which is inclusive of original spots on individual or shared blogs or commentary therein. In the context of this policy it may also be interchangeably used in reference to posts on discussion forums (Linked In, Facebook), Micro blogging (Twitter), or commentary on news and media Web Sites.
- **Commentary/Comments:** Comments which are posted as a response to original content on blogs or news/media Web sites or on Social Media Web Sites.
- **Sharing:** Adding links to original or existing content using bookmark utilities.
- **Embedding:** Presenting content from other Web sites using embedding utilities.
- **Individual Participation in Social Media:** Individual participations are those instances in which TASEC (Erstwhile TAS-AGT Systems Ltd.) employees participate in their personal capacity.

4.0 Provisions:

TASEC (Erstwhile TAS-AGT Systems Ltd.) believes that social media is a powerful new medium and recognizes the fact that the new generation employees have grown up with the internet, and therefore, the crux of TASEC (Erstwhile TAS-AGT Systems Ltd.) policy is to participate, be responsible and adhere to the TATA Code of Conduct.

Appropriate Use of Social Media Services:

- TASEC (Erstwhile TAS-AGT Systems Ltd.) and its employees shall adhere consciously to the TATA Code of Conduct while participating in various social media channels and shall not participate in social media channels which conflict with the Tata Code of Conduct.
- TASEC (Erstwhile TAS-AGT Systems Ltd.) and its employees shall seek to abide by the terms of usage of the social media channels and all applicable laws and corporate policies while using social media.
- These laws include, but are not exclusive to the laws that govern usage of information gathered over the internet, relevant accessibility and usual ability laws, regulations that govern the use of the internet for minors and children, relevant financial disclosure regulations, copyright laws, fair use , creative common polices and other.
- Issues arising out of individual participation in social media, active or passive, shall be responsibility of the participant and TASEC (Erstwhile TAS-AGT Systems Ltd.) shall not be held liable in such issues.
- Individual participants in social media shall not use TASEC (Erstwhile TAS-AGT Systems Ltd.) branding- logos, trademarks, visual identity- on their blog, profile or group page. Only TAS - AGT owned blogs, company profiles may use the TASEC (Erstwhile TAS-AGT Systems Ltd.) brand identity.

5.0 Disclosure of Identity, location and contact details:

TASEC (Erstwhile TAS-AGT Systems Ltd.) shall disclose its identity, and that of its authorised representative, explicitly on TASEC (Erstwhile TAS-AGT Systems Ltd.) sponsored social media with full contact details including active email id and telephone numbers or provide link to the web page which has such information.

TASEC (Erstwhile TAS-AGT Systems Ltd.) shall not set up anonymous blogs, user accounts or fake profiles in any social media service.

6.0 Monitoring:

- TASEC (Erstwhile TAS-AGT Systems Ltd.) reserves the right to monitor comments or discussions about the company, its employees and clients and the industry, including the products and competitors, posted by anyone, including employees or non-employees, on the internet.
- TASEC (Erstwhile TAS-AGT Systems Ltd.) may use various tools and utilities at its disposal to monitor activity on the internet and reserves the right to block content on the internet that violates the TATA Code of Conduct or the company's Social media policy.
- TASEC (Erstwhile TAS-AGT Systems Ltd.) reserves the right to seek clarification on any content posted in social media by an employee at any point of time.

7.0 Reporting Violations:

We strongly urge you to report any violation, possible or perceived, to supervisors, managers or HR representatives. Violations include discussions of TASEC (Erstwhile TAS-AGT Systems Ltd.), its employees and clients, any discussion of propriety information and any unlawful activity related to social media.

8.0 Disciplinary Action:

- TASEC (Erstwhile TAS-AGT Systems Ltd.) shall investigate and respond to all reports of violations of the social networking, blogging rules and guidelines and other policies.
- Violations of TATA code of conduct or the company's social media policy will result in disciplinary action up to and including immediate termination.
- Any queries relating to this policy or personal blog may be directed to the HR Manager or your supervisor.

9.0 General Guidelines:

Dos: Adherence to TATA code of Conduct, other terms & conditions:

- Be fully aware of **TCOC** consciously at all times, irrespective of what you are blogging for your personal interest or on behalf of the company. Be fully aware at all times that any violation will reflect poorly on the company as well as you.
- **Etiquette:** Use polite, lucid and conversational language, whether you are blogging or posting casual commentary. Always acknowledge your sources; if possible; give a working hyperlink to the content referred to.
- **Company Enquiries:** Should any individual attempt to contact you in your capacity of an employee of TASEC (Erstwhile TAS-AGT Systems Ltd.), direct them to the right authorised contact or your supervisor.
- **Ownership and responsibility:** You are completely responsible for what you write. You can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libellous by any one offended party not just TASEC (Erstwhile TAS-AGT Systems Ltd.).

DONTS:

- Do not discuss TASEC's (Erstwhile TAS-AGT Systems Ltd.) propriety business information publicly: these include clients, financial information, trade secrets, strategy offerings/services, employees, policies, procedures, propriety methodologies or work related communication, irrespective of whether these have been marked as confidential or not. Any violation could attract disciplinary action.
- Do not discuss organisational announcements and forward looking statements or deals under discussions/negotiations and NOT publicly announced.
- Do not post any unverified and inaccurate information, even if it is not of positive nature, on any social media channel about TASEC (Erstwhile TAS-AGT Systems Ltd.) or any other individual.
- Do not post anonymous comments on news and media Websites, blog, discussion forums or profile pages.

- Never accept friendship or networking requests from people you do not know, or are of doubtful character.
- Never endorse people you don't know well enough to endorse
- Never use off topic comments promoting yourself or TASEC (Erstwhile TAS-AGT Systems Ltd.).
- Never use services or technologies for mass posting comments.
- Never give out any personal information that could be used against you.
- Your integrity and character are your most valuable assets: SAFEGUARD THEM.

10.0 Policy Changes :

The Company has the right to amend or modify this Policy in whole or in part, at any time without assigning any reason, whatsoever.