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1 Introduction

In this dynamic digital landscape, the impact of our collective online presence can be significant, both positively and negatively. This policy seeks to strike a balance between encouraging individual expression and protecting Quadwave's reputation and interests.

2 Purpose

The Social Media Policy provides clear guidelines to our employees and associates on the appropriate and responsible use of social media in both their personal and professional capacities and to safeguard the integrity, reputation, and interests of Quadwave in the digital realm.

3 Scope and Applicability

This policy applies to all individuals affiliated with Quadwave, including employees, trainees, contractors, vendors, clients, and any representatives who engage/act with social media on behalf of Quadwave.

4 Definitions

"Company"/"Organization"/"Quadwave" refers to the Quadwave Consulting Pvt. Ltd.

"Employee (s)" refers to all full-time employees (including employee (s) undergoing probation) at Quadwave.

"Trainee(s)"/"Interns(s)" refers to all individuals undergoing training or internship at Quadwave.

"Consultant(s)"/"Contractor(s)" refers to all individuals working for a short period of time either directly or indirectly (through a vendor).

"Ethics Committee"/"Audit Committee" refers to the Ethics/Audit Committee constituted by the Company's Board of Directors.

"Social Media" refers to digital platforms and technologies that enable users to create, share, and interact with content online. This includes, but is not limited to, websites, applications, blogs, forums, and other online spaces where individuals can engage with text, images, videos, and other media. Examples of social media sites and tools include but are not limited to Facebook, YouTube, Weibo, WeChat, X, Instagram, Pinterest, and Tumblr.

“Professional Accounts/Profiles” refers to social media profiles and platforms associated with Quadwave, which are used for official, work-related purposes. These accounts are governed by the Organization’s social media strategy and guidelines.

“Personal Accounts/Profiles” refer to social media profiles that belong to individuals, separate from their professional affiliations. These accounts are typically used for personal expression and are not directly linked to Quadwave’s official communication channels.

5 Policy Statement

5.1 Professional Conduct

- **Maintaining Professionalism:** Employees are expected to maintain high professionalism when using social media as part of job responsibilities. This includes refraining from engaging in online arguments, using respectful language, and presenting a positive image of the Company.
- **Compliance with Code of Conduct:** All online interactions and communications should adhere to the Company’s Code of Conduct, mirroring offline ethical standards.
- **Monitoring Personal Opinions:** Employees should be cautious when expressing personal opinions on social media platforms, ensuring that such opinions do not negatively affect the Company or contradict its values and objectives.

5.2 Confidentiality

- **Protecting Company Information:** Employees must respect the confidentiality of all Company information, including but not limited to trade secrets, proprietary data, financial details, and strategic plans. Such information should never be shared on social media platforms.
- **Secure Communication:** Ensure that all online communications related to work are conducted securely, especially when discussing confidential matters. Use appropriate encryption and authentication methods where required.

5.3 Transparency

- **Identification and Affiliation:** When discussing Company-related matters on social media, employees should clearly identify themselves and their affiliation with the Company. Transparency helps maintain credibility and trust.
- **Promotion of Company Interests:** Employees should use social media to promote the Company’s interests, goals, and achievements while making it evident that they are representing the Company.

5.4 Respect for Others

- **Avoiding Defamatory Remarks:** Employees must refrain from making defamatory, offensive, or discriminatory comments about individuals, entities, or competitors. Constructive criticism is acceptable, but it should be offered in a respectful and constructive manner.
- **Respecting Privacy:** Respect the privacy and boundaries of colleagues, clients, and partners. Do not share personal or sensitive information about others without their consent.

5.5 Compliance with Laws

- **Adherence to Legal Standards:** Employees must adhere to all applicable laws, regulations, and industry standards when using social media for job-related purposes. This includes compliance with copyright, trademark, and data protection regulations.

5.6 Security

- **Account Security:** Maintain the security of your social media accounts and the Company's official accounts. Use strong passwords, enable two-factor authentication, and regularly update and protect login credentials.
- **Reporting Suspicious Activity:** If any suspicious activity is noticed on social media accounts, employees should promptly report it to the Ethics Committee, ethics@quadwave.com, within the Company for investigation and resolution.

5.7 Personal Use

- **Maintaining a Distinction:** Employees should keep their personal and professional profiles separate while using social media for job responsibilities. Personal posts and comments should not interfere with or contradict the Company's objectives, image, or Code of Conduct.
- **Understanding the Impact:** Employees should be aware that their personal online presence can reflect on the Company and should exercise caution and good judgment when posting content that may be seen by colleagues, clients, or the public.

6 Consequences of Violations

Violations of this policy may lead to various consequences, depending on the severity of the violation and its impact on the Organization:

Verbal or Written Warning:

Significant violations may result in a verbal or written warning and may lead to disciplinary actions.



Legal Action:

Violations resulting in legal non-compliance, such as the unauthorized sharing of confidential information, may lead to legal actions with potential consequences.