



Media Relations Policy

This is a media relations policy agreement between _____ and BioGiene Pty Ltd.

This document confirms that the parties are obligated, for their mutual benefit and in conjunction to their cooperation, exchange and thereby disclose any information through media channels or platforms.

The parties seek to secure the confidentiality of such information by the terms of and in accordance with this Agreement. In consideration of such exchange and cooperation it is hereby agreed as follows:

Scope

The Managing Director is directly responsible for the management and deliberation of media releases and responses to media enquiries issues by business units if these have the potential to influence the Company or any of our clients, contractors or business partners.

Media refers to any form of communication which is broadly distributed.

This includes but is not limited to:

- Radio,
- Television
- Print (such as newspapers, journals, etc.)
- Social networking sites, including Facebook, Instagram, YouTube, etc.

Professional Use of Social Media

BioGiene requires all employees to maintain a certain standard of behaviour when using Social Media for work or personal purposes.

This policy applies to all employees, contractors and sub-contractors of BioGiene who contribute to or perform duties such as:

- Maintaining a profile page for BioGiene on any social or business networking site (including, but not limited to LinkedIn, Facebook, or Twitter);
- Making comments on such networking sites for and on behalf of BioGiene,
- Writing or contributing to a blog and/or commenting on other people's or business' blog posts for and on behalf of BioGiene and/or
- Posting comments, videos or photographs for and on behalf of BioGiene on any public and/or private web-based forums or message boards or other internet sites.

Procedure

No employee, contractor or sub-contractor of BioGiene is to engage in Social Media as a representative or on behalf of BioGiene unless they first obtain the Managing Director's written approval.

If any employee, contractor or sub-contractor of BioGiene is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of BioGiene.

All employees, contractors and sub-contractors of BioGiene must ensure they do not communicate any:

- Confidential Information relating to BioGiene or its clients, business partners or suppliers;
- Material that violates the privacy or publicity rights of another party; and/or
- Information, (regardless of whether it is confidential or public knowledge), about clients, business partners or suppliers of BioGiene without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites.

Personal Use of Social Media

BioGiene acknowledges its employees, contractors and sub-contractors have the right to contribute content to public communications on websites, blogs and business or social networking sites not operated by BioGiene. However, inappropriate behaviour on such sites has the potential to cause damage to the Company as well as its employees, clients, business partners and/or suppliers.

For this reason, all employees, contractors and sub-contractors of BioGiene must agree to not publish any material, in any form, which identifies themselves as being associated with BioGiene or its clients, business partners or suppliers.

All employees, contractors and sub-contractors of BioGiene must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- Is intended to (or could possibly) cause insult, offence, intimidation or humiliation to BioGiene, our clients, business partners or suppliers;
- Is defamatory or could adversely affect the image, reputation, viability or profitability of BioGiene, clients, business partners or suppliers; and/or
- Contains any form of Confidential Information relating to BioGiene, or our clients, business partners or suppliers.

Mobile Phones

BioGiene restricts all use of mobile phones on site in production areas unless authorised by the Managing Director. Mobile phones are only permitted to be used in lunch rooms whilst on breaks except for business related use. BioGiene prohibits any photographs to be taken on site without the permission and approval of the Managing Director. Please note that any employee who takes photographs at work will face instant dismissal.

Severability

All employees, contractors and sub-contractors of BioGiene must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action including termination of employment or (for contractors and sub-contractors) the termination or non-renewal of contractual arrangements.

Commencement and Duration of this Agreement

This Agreement will commence on the date of signature of the parties below.

However, the obligations hereunder will not be affected by such termination and will continue in full force and effect with respect to information disclosed prior to such termination until such time that all information disclosed hereunder has become public by no breach of this Agreement.

Acknowledgement

I acknowledge that I have had full opportunity to read this agreement with knowledge and understanding of the terms and conditions specified therein.

Employee	BioGiene Representative
Name: (please print)	Name: (please print)
Date:	Date:
Signature:	Signature: