



Social and Media Relations Policy

(Applicable to all associates of Zensar including associates of wholly owned subsidiary and associates of step down subsidiaries)

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Social media usage policy

With the rise of new media and next generation communications tools, the way in which Zensar associates communicate internally and externally continues to evolve. While, this creates new opportunities for communication and collaboration, it also creates new responsibilities for the associates.

Objective

This policy defines the scope and responsibilities of each Zensarian, who maybe using these company owned properties and tools. Misuse, sharing of company material or information available on the apps shall be construed as violation of the Code of Work Ethics adopted by the Company, inviting disciplinary and legal actions.

Scope

This Social Media Policy applies to all Zensar associates and interns, who may be using or planning to use any of the following for Personal or Business needs:

- Multimedia and social networking websites such as Facebook, Twitter, LinkedIn, Instagram, Google Plus and YouTube etc.
- Blogs (Both Zensar Blogs and Blogs external to Zensar)
- Wikis such as Wikipedia, Knoll and any other site where text can be posted
- Review and Question-Answer based portals like Glassdoor, Yahoo Answers, Quora etc.
- Forums like Google Groups, Yahoo Groups, etc.
- Apps like the EDGE, ZenVerse and other upcoming ones

The Policy Guidelines

While all Zensar associates are welcome to participate on the social web and leverage the apps, we expect everyone who participates in an online commentary, to understand and follow these simple but important guidelines.

Use Apps responsibly and securely

Zensar Apps is a propriety resource to be used by associates ONLY. All company specific data on APPs cannot be shared, displayed, or discussed with any third party or external agency. Any incident involving misuse of the App data is liable to full internal investigation inviting disciplinary and legal action.

Be conscious when mixing your business and personal lives

Your personal and business personas are likely to intersect online. Zensar totally respects the free speech rights of all of its associates, but one must remember that customers, vendors, partners, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online as it can be seen by more than just friends and family, and also know that information originally intended just for friends and family can be forwarded on. Please be responsible communicators.



Respect Intellectual Property Rights' laws

Respect the InfoSec policies and remember NEVER to disclose non-public information of the company (including confidential information*). All information about clients, projects, vendors, partners, including their logos, sensitive data, presentations, ODC pictures, videos or any mentions should be completely and inexcusably avoided from any Social Media channels and forums.

Use disclaimers

If an associate is discussing an industry-related topic and is not making statements on behalf of the employer or association, he/she should make clear that the statements are solely his/her personal views. He /She can do this through a simple disclaimer within the posting stating, 'I work for ABC Association. However, this is my own opinion, not the opinion of ABC Association.'

Respect your audience, clients and your co-workers

Zensar is a global organization whose associates and clients reflect a diverse set of customs, values and points of view. While using the social media space as a Zensar associate, don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as politics, religion and work culture.

Maintain Zensar's Legal obligations towards its clients

Never use Zensar's clients', vendors', and/ or partners' name in any social media posting without prior approval in writing. Any sharing of clients', vendors', partners' intellectual property and other assets including ODC pictures, videos etc. on social media is strictly prohibited. If in doubt, you may write in to the legal team at legal@zensar.com for seeking clarification and guidance.

Negative Branding and Competition Remarks

All associates are barred from writing defamatory comments about Zensar, its clients, vendors, partners, or their fellow associates. Zensar also has the right to ask the associates to remove any of such posts that they may have published online intentionally or unintentionally where Zensar is directly or indirectly being mentioned. Avoid publishing any remarks (positive or negative) on Zensar's competitors online.

Be respectful and tolerant

Even if you are not an official online spokesperson, you are one of Zensar's most vital assets for monitoring the social media landscape. If a defamatory or a critical post or comment is encountered online about Zensar, do not counter it with another post. The best way to deal with this is to report the incident to the web communications team at web@zensar.com where a team of individuals can handle such posts in a professional way.

Respect antitrust laws

Antitrust laws are not arcane statutes. They are very much enforceable. Associates should avoid discussions about industry pricing, refusals to deal, or industry boycotts.



Promptly clarify statements that are misinterpreted

Even well-thought-out statements can create confusion. In the event that people have misinterpreted an associate's comment or taken them out of context, the associate should clarify them immediately.

Posting of videos and other content of the event at Zensar campus and offices

It is likely that any internal event or a celebration is a good opportunity to make memories. While, we urge all associates to be responsible towards such content in its usage, however, associates should refrain from posting/uploading of any images, photos, videos, contents including audio content of event at Zensar campus and offices on any social media platform.

All associates are requested to go through the above policy and adhere to it to avoid any actions for non-compliance or breach of confidentiality. Associate(s) who violates or breaches the terms of this policy shall be liable for legal action including termination of services.

Media Relations Policy

Zensar is a public listed company in India, and has significant operations across the regions of US, UK, South Africa. As part of external branding and thought leadership initiatives, we do interact proactively and reactively with media on a worldwide basis.

Objective

The objective of this document is to provide guidelines in terms of the media relations process and an understanding on how to react with and around an important stakeholder like a journalist or a blogger.

Scope

This Public Relations Policy applies to all Zensar and acquired company's associates and interns, who may come in contact with any media or a blogger covering the company-directly or indirectly. It is the responsibility of each Zensarian to follow the process mentioned hereinafter to ensure that our public image is intact at all times and the right information is provided to the journalist or blogger, through the right channel.

Guidelines

Handling the media

If a journalist from any publication (print or online), broadcast, industry trade media, wire agency or an industry blogger approaches an associate via any medium, the associate is not authorized to answer on behalf of the company. This involves not giving a comment in your official capacity or providing, 'off the record', statement to any media.

All media queries need to be directed only to the following Spokesperson at all times:

Pipruti Moharana

- Abhishek Vanamali-Chief Marketing Officer (abhishek.vanamali@zensar.com)
- Aradhana Prabhu-Global Public Relations (aradhana.prabhu@zensar.com)

Speaking on behalf of the Organization

Only authorized spokespeople can speak to journalists and bloggers on behalf of Zensar. In case of large scale industry events or other similar platforms, it is likely that you will come across some member of the press seeking information on our company. In that case, please take contact details from the individual and direct them to the above Spokesperson ONLY. If there is a doubt, please reach out to the above Spokesperson in respective regions before initiating any proactive engagement.

Must follow general guidelines

- In order to ensure that there is seamless communication and uniform corporate messaging being shared externally with media and bloggers, all media queries will be routed through above Spokesperson ONLY
- All customer win or engagement press releases will contain Sandeep Kishore, CEO and MD's quote with the regional head's quote
- All and any kind of media or blogger queries HAVE to be routed through above Spokesperson ONLY and will be responded to by the CEO only
- If there is a live media/ blogger query, ONLY CEO can respond. No other senior official or business group will respond to any direct queries from media or any blogger. If a response is required by the individual process owners – it would be moderated by the marcom team
- In all communications to media, CEO's quote will lead the story or announcement
- All disputes related to any aspects of the above media policy will be cleared/addressed by the CEO Only
- No financial announcements should be made during the quiet period
- All win announcements will go through the Company Secretarial team for review and validation of contract availability

You are the custodian of Zensar in the public domain. In no circumstances should you offer any journalist or a blogger any company wide confidential information pertaining to our strategy, customer details, processes, details on business partners, announcements etc.

Any breach of the above policies shall be construed as violation of Code of Work Ethics adopted by the Company, inviting disciplinary and legal actions.

Ensuring that the right information from the right source reaches any media outlet or a blogger is our equal responsibility. We urge you to ensure that this process remains intact and is followed in entirety.

For any queries/clarifications please write to marcom@zensar.com.

***Confidential Information:** Any business information that is not available in the public domain. For example it includes trade secrets, other intellectual property that has been developed, licensed or acquired by Zensar, information of customers, business partners, vendors or others that has been disclosed to Zensar under obligations of confidentiality, unannounced Financial or HR information, strategic business plans, unannounced products or services and solutions offerings, planned or contemplated mergers



or acquisitions, lawsuits, details of any legal proceedings, product design, technical knowledge, customer and team member personal information. Example gives only illustrative list and it is not exhaustive list.

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