



## The Artech Online Media & Social Networking Policy

The Internet is a media source for tens of millions of users. The potential for visibility is extensive as is the potential for negative publicity and liability.

Use of online media has become so prevalent in the business world that cyberspace is now legally considered an extension of the workplace. Any action in cyberspace, regardless of when or where the physical action takes place, may reflect the workplace; hence, the same code of conduct that applies to the workplace applies to cyberspace, inclusive of the specific rules and regulations detailed in this policy.

A few things to remember about online media:

1. Online media include not only social networking sites and forums but emails, texting, instant messaging (IM), bulletin boards, etc.
2. All on-line activities are track-able and traceable!
3. Posts may remain on a site indefinitely! Therefore, the post can be disseminated and viewed for years to come.

Here, Artech presents its policy for social networking and other on-line activities. **The goal is always to reflect Artech and its employees in the most positive light.**

Artech reserves the right to impose disciplinary action on any employee who breaches any aspect of this policy, disregards or violates Artech's professional standards or code of conduct, or otherwise injures or damages the company's interests through unsanctioned, deliberately malicious or otherwise negligent online media activities.

Artech does not endorse any unlawful online activities and prohibits its employees from engaging in illegal activities, online and offline. Artech will fully cooperate with authorities in the event of any investigation into alleged criminal activity.

### **Policy Statement**

Online media may be used by Artech employees for business-related purposes subject to the restrictions set forth in this policy. These restrictions are intended to ensure compliance with legal and regulatory restrictions, and privacy and confidentiality agreements. Online media includes items such as social networking sites, blogs and microblogs, podcasts, photo and video sharing sites, wikis, and message/discussion forums.

#### NLRA Social Networking Policy

This applies to electronic social networking of any kind. Examples include Twitter, Facebook, MySpace, LinkedIn, YouTube, Flickr, blogs, wikis, or any other service that allows user-generated electronic content.

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### Purpose

The purpose of this policy is to provide Artech employees with requirements for participation in online and social networking media, including Artech-sponsored sites or Artech-hosted social media as well as non-Artech online media in which the employee's Artech affiliation is known, identified, or presumed.

### Coverage

This policy applies to Artech Information Systems LLC (US), EDGE Professional Services, LLC, Artech Info Systems Pvt Ltd (Artech India) and Artech China Limited (Artech China), cohesively referred to as "Artech."

### Applicability of this Policy

This policy applies to employees using social media while at work. It also applies to the use of social media when away from work if the employee's Artech affiliation is identified, known, or presumed. The objective of this policy is not to supervise Artech's employees' personal Internet activities but to control activities in which the Artech name is being referred to directly or indirectly. If an Artech employee's personal activities are inadvertently associated with or linked to Artech, we suggest that employee place a disclaimer stating that these are his/her views and do not represent the views of Artech.

### Social Networking Objectives

- Build a pipeline of passive and/or active candidates
- Leverage contacts to fill positions
- Generate visibility and name recognition on behalf of Artech
- Maintain Artech's positive image and reputation

### Definitions in this Policy

Activities - online social networking, blogging, wikis, forums, emails, Web 2.0 and other interactive web-based participation.

Stakeholders - Artech "stakeholders" are defined as Artech proper, its management, employees, clients, consultants/contractors, candidates, vendors and subcontractors.

Blog - short for "Web log."

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## The Artech Online Media and Social Networking Policy

All employees active in online media and social networking are expected to review, understand and adhere to the following guidelines.

**Implication:** By participating in social networking and online media, you are accepting the fact that your comments and potentially some personal and professional information may be viewed by others and further disseminated **indefinitely!** Artech claims no overreaching control of online media, even of those sites which it may endorse for use. You are personally responsible for the content you publish on social networking websites or any other form of user-generated media; therefore, post wisely, and pay attention to every aspect of this policy.

**Full disclosure:** According to the FTC (federal trade commission), endorsements require disclosure. In other words, when you post a comment about Artech and its services, you must identify yourself and your title within the company. (Employees should clearly and conspicuously disclose their relationship with the company.) In general, you must always identify yourself as an Artech employee when discussing the company, its products/services, or any company-related issues.

### NLRA Social Networking Policy

Federal guidelines require that where an employee comments about a Company product or service, they must identify themselves as an employee of the Company. Where used for business reasons, employees of the Company who utilize social networking sites and identify themselves as an employee of the Company must remember that they are a representative of the Company, and everything that is posted has the potential to reflect on the Company and its image. Whenever an employee who is using a personal blog or networking site identifies themselves as an employee of the Company, posts must contain a disclaimer that the opinions expressed are solely those of the author and do not represent the views of the Company.

If the online activity is not Artech related, make it clear that you are speaking for yourself and not on behalf of Artech. Use the following **disclaimer**: "The views and opinions expressed here are my own and do not represent the views of Artech Information Systems LLC or any of its subsidiaries."

Most laws that pertain to the physical world apply to the cyber world. Always show good judgment and common sense. Abide by all state, city, county and local laws and regulations.

***Do not post anything negative about anyone or anything at any time!*** Artech does not endorse any **defamatory, insulting** or otherwise negative statements regarding any third party or stakeholder, including competitors, suppliers/vendors, clients, etc. or past or current employees, co-workers and candidates; therefore, **DO NOT** post any negative comments on any subject.

This policy applies to all online activities, and relations to employees as well as third party organizations; therefore, existing Artech policies and code of conduct as stipulated in the Artech Employee Handbook for harassment, **discrimination, non-disclosure and confidentiality** policies apply.

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**Copyrights, Confidentiality & Security:** It is critical for a company like Artech - a growing, global company - to protect confidential and proprietary information. We must all abide by the privacy policies of Artech, its clients and subcontractors, and media venue in addition to all country, federal, state, county, and local laws. When unsure, contact the marketing department. Professionally and personally, always use your best judgment to avoid legal and ethical issues.

- Contractual Obligations - **DO NOT publish anything regarding Artech's clients.** Our client contracts clearly state that we cannot use their names, logos, confidential material, and so forth. Referring to them may be construed as a breach of contract. For example, companies like IBM, Genentech, Kaiser Permanente, and others, strictly forbid use of their names and use of proprietary information.
- **Do not post any Artech or Artech stakeholder materials that have not been authorized for viewing by the general public,** especially financial information and forecasts, productivity measures, recruiting metrics, or any other internal data pertaining to operations and service delivery functions. If you are unsure about what information has been or can be made public, contact the marketing department.
- Do not post or otherwise share any confidential information regarding Artech, Artech's clients, vendors/suppliers, employees, candidates or any other Artech stakeholders.
- All online activities must be consistent with confidentiality and disclosure of proprietary information regulations as detailed in the Artech Employee Handbook.
- **Do not copy others' content.** On-line plagiarism has become a worldwide issue and some people and tools scour the Internet seeking it. This also applies to logos, images and videos, and may have severe legal consequences. Abide by all copyright laws.
- Do not register accounts, domains, URLs, or any other form of online media under the Artech name or any form, variation or acronym of the Artech name including Artech Information Systems, ArtechInfoSys, ArtechInfo, AIS, etc. Additionally, do not launch or initiate an Artech-related site, profile, blog, forum or other online presence.

**Privacy & Privacy Expectations:** Artech recognizes "inalienable rights" and endeavors to always protect privacy rights wherever there is a reasonable expectation of privacy. Artech emails, for example, do not provide a reasonable expectation of privacy because they can be monitored; therefore, Artech warns its employees not to expect privacy in monitored or open forums where the posted or shared information may be monitored or viewed by others. Online activities including emails, texts, and so on using Artech technology, systems may be monitored, in which case the employee should not have a reasonable expectation of privacy.

- Artech knows that its computers, systems, equipment etc. may be utilized for personal use by its employees. The employee must abide by all laws as well as rules in this policy and the Artech Employee Handbook. The employee must also understand that the computer remains property of the company and Artech maintains a right to review all computer and online logs and activities associated with its property.
- Artech understands that employees may be active in online media, especially socially networking, that is unrelated to the company. In these cases, Artech stipulates the use of a disclaimer (on next page) to separate the individual's views with those of Artech's.
- Artech does not endorse nor should any employee disclose confidential information relating to the company or any of its employees, suppliers, etc., including such personal information regarding health, illnesses, etc.
- Thoroughly review and comprehend the online media's privacy statement to assure it meets your professional and privacy criteria, If it does not, do not use it for professional

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purposes and consider not using it for private purposes or you may potentially forego your private data.

- Maintain your privacy and the privacy of your connections, followers, friends and fans. Each social networking site has a Privacy/Security Settings options page where you can **review and control your privacy settings**. Artech has no centralized control of these settings so you should thoroughly review their privacy options to assure you choose and receive the type of privacy you feel is necessary to protect your personal data - don't assume the default settings will protect your best interest.
- Abide by the terms and conditions of the online media and social networking sites you are active in.
- Determine who owns a blog - it may be an organization that does not have your best interest in mind.
- If an online media source requests an interview or details relating to Artech, refer them to your marketing department.

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**Disclaimer Use:** There are times when it will be necessary for you to use a disclaimer. The disclaimer may protect the copyright of your personal posts and protect Artech against opinions and views that do not pertain to the company.

Disclaimer: *"The views and opinions expressed here are my own and do not represent the views of Artech Information Systems LLC or any of its subsidiaries."*

- Artech employees should not engage in professional online dialogue in **any site that has not been endorsed** by Artech. If the employee chooses to do so and any evidence of the employee's tie to Artech can be deduced, the employee must use the disclaimer
- Artech is not liable for any content created in private online sites, where the company may have no knowledge, access, monitoring capabilities or control of the site's content. Employees who access private sites do so at their own discretion and liability. Should the employee identify him or herself as an Artech employee or if the relationship with Artech can be deduced, s/he **MUST** include the disclaimer.
- Should you participate in any online activity related to politics political activity and a relationship between you and Artech can be deduced, you **MUST** include the disclaimer.

**Consider Your Audience:** remember that your readers include current and potential clients as well as subcontractors/subtiers and current, past, and future employees - consider them all before you publish anything and make sure you aren't alienating any of these groups. Carefully considering the audience will help you meet your professional objectives, which contributes to helping us as a global organization achieve our mutual goals.

- Ethical Behavior - **Do not lie or mislead anyone.** Remember, all online activities are trackable and traceable and may be viewed for indefinitely. Additionally, the reader may be an Artech stakeholder. *If you're uncertain about a fact, don't post it.*
- Take Responsibility - You are personally responsible for your posts. Blogs and other forms of online discourse are most often individual interactions, not corporate communications.

**Provide Authenticity:** when appropriate, as when endeavoring to optimize recruiting efforts, use the Artech name and your title. Emphasize Artech's services and success and let people know who you are; this builds trust and is a good long-term relationship building approach.

- Always be Positive - The Artech name should always be mentioned in the most positive manner. This simple rule will contribute to the health of our organization. Should you have anything negative to say, speak to your immediate manager and strive to find a solution in lieu of relating a potentially harmful comment on the Internet. If you encounter negative commentary about Artech on the Internet, do not address it directly. Instead, contact the marketing department.

*I have read, comprehend, and agree to abide by The Artech Online Media & Social Networking Policy and Best Practices:*

Print Name Naqibullah Rahmatyar

Signature \_\_\_\_\_ Date \_\_\_\_\_

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