

Digital Media Policy

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Document Control Sheet

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Enforcement / Revision Table

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1. Introduction

THIS DOCUMENT, AS AMENDED FROM TIME TO TIME, IS IDENTIFIED AND REFERRED TO AS THE DIGITAL MEDIA POLICY FOR EMPLOYEES OF SRI LANKA TELECOM PLC. THIS POLICY OF SRI LANKA TELECOM PLC, IS APPLICABLE TO ALL EMPLOYEES. PLEASE READ THIS CAREFULLY. BY CONTINUING TO BE EMPLOYED BY SRI LANKA TELECOM PLC, YOU AGREE TO ACCEPT ALL TERMS AND CONDITIONS SET FORTH IN THIS DOCUMENT OR ANY AMENDMENT THERETO.


VIOLATION OF THIS POLICY WILL BE CONSIDERED TO BE IN VIOLATION OF SRI LANKA TELECOM CODE OF CONDUCT & DISCIPLINARY PROCEDURE AND WILL BE SUBJECT TO APPROPRIATE DISCIPLINARY ACTIONS BY THE DISCIPLINARY AUTHORITY OF SRI LANKA TELECOM PLC.

IF A PART OF THIS POLICY IS FOUND TO BE UNENFORCEABLE, IT SHALL BE SEVERABLE AND NOT RENDER THE REST OF THE POLICY TO BE NULL AND VOID.

THE JURISDICTION FOR THIS DOCUMENT SHALL BE THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA, AND ANY LEGAL DISPUTES SHALL BE ULTIMATELY RESOLVED WITHIN THAT JURISDICTION.

1.1. The purpose of this Policy:

- It sets out the compliance, guidelines and best practices to be followed by Employees of Sri Lanka Telecom PLC when using Digital Media.
- These have been identified and explained in detail to ensure that Employees engage and/or conduct themselves in a responsible manner on online platforms and to safeguard both Employees and Sri Lanka Telecom PLC.
- This is a living Document and therefore, from time to time, is subject to being changed at the discretion of the Employer. Please see section 5 (c) under "Additional information".
- The authorized parties to formulate, amend, manage, communicate and implement the contents of this Document are the Marketing, Human Resources (HR), Legal and Information Security Groups of Sri Lanka Telecom PLC.
- In the event you wish to clarify anything pertaining to this Document, always contact Sri Lanka Telecom HR Group.

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1.2. This Document describes:

- The intended audience for whom this Policy is applicable regarding Digital Media Content and Engagement
- The compliances required from the Employees,
- Guidelines on Digital Media for Employees to minimize social, legal and criminal consequences of wrong Digital Media Usage.

1.3. The Intended Audience of this Policy:

This Policy is applicable to all Employees of the Employer using Digital Media.


1.4. The scope of this Policy:

- a. This Policy applies to Digital Media usage for business and personal purposes by Employees,
- b. Regardless of whether Digital Media is accessed using the Employer's resources or Employee's resources,
- c. In conjunction with the Terms and Conditions set forth in the following documents:
 - i. The Letter of Appointment and the Non- Disclosure Agreement,
 - ii. The Information Security Policy (Document No. CEO LIS 001),
 - iii. Code of Business Practice Procedure (Doc No: HSPS/CBP/006), Code of Conduct & Disciplinary Procedure (Doc No: HSPS/DAP/011), Privacy & Confidentiality Procedure (Doc No: HSPS/PCP/016)
 - iv. Rules, regulations, Policies, Procedures, Board and Company decisions, Circulars, Code of Conduct and Disciplinary Policy, Rules and Regulations for Personnel Administration and Standing instructions and orders made from time to time by Sri Lanka Telecom PLC and subject to revision and modifications.

2. Definitions


Definitions in this Document, unless otherwise specified, are as follows:

- a. "Employer" means Sri Lanka Telecom PLC.
- b. "Employee" means an Employee of Sri Lanka Telecom PLC.
- c. "Management" means the management of the Employer where the Employee is employed in.
- d. "Digital Media" means any online communication platform that allows its Users to create, publish, distribute, exchange and engage with Content generated by Users, including but not limited to Facebook, Twitter, LinkedIn, YouTube, Google+,

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Instagram, Pinterest, Snapchat, Messenger, Viber, VK, WhatsApp, Imo, WeChat and iMessage.

- e. "Digital Media User" or "User" is a User who signs up for a Digital Media platform.
- f. "Digital Media Profile" or "Profile" is an account on a Digital Media platform created by a Digital Media User.
- g. "Digital Media Content" or "Content" is any Content that is generated on Digital Media, regardless of whether it is distributed online or offline, including but not limited to posts, photos, videos, status updates, articles, notes, tweets, comments, links, snaps, Insta-stories and live updates.
- h. "Digital Media Engagement", "Engagement" or "an Activity" is any interaction by a Digital Media User with any kind of Digital Media Content, including but not limited to likes, reactions, comments, shares, up-votes, down-votes, favourites, pokes and messenger chats.
- i. "Digital Media Policy", "this Document", or simply, "Policy", means the official policy established and enacted by Sri Lanka Telecom PLC.
- j. "Sri Lanka Telecom Marketing Group" means the authorized Employees appointed by the Employer to make decisions on any Digital Media communication pertaining to the Employer.
- k. "Corporate Logo" and "Brand Logos" means the Corporate Logo of Sri Lanka Telecom PLC including the intellectual property rights thereto and any of the brand logos pertaining to SLT PLC.
- l. "Disciplinary Authority" shall mean the Chief Officer or any officer holding a position in similar capacity under the Human Resources Group; currently designated as the Chief People Officer of Sri Lanka Telecom PLC.
- m. "Confidential Information" means all information of whatever kind or nature (whether in writing, in computer software, digital form orally, by demonstration, description, inspection or otherwise) pertaining to Employer and its businesses and its affairs, subsidiaries and Associate Companies, whether provided to the Employee or the Employee becomes aware or obtain/access by the Employee either directly or indirectly from the Employer during his tenure of employment with the Employer whether marked "Confidential" or by its nature is intended to be Confidential or if orally identified as "Confidential" including, but not limited to:
 - (i) all data, reports, documents, computer programs, formulae, processes, designs, drawings, photographs, specifications, forecasts, opinions, estimates, projections, plans, graphs, financial and other information pertaining to the Employer, its Employees, Customers, Directors, Shareholders.
 - (ii) any trade secrets, Intellectual Property of the Employer, any information in respect of which the Employer is bound by an obligation of confidence to any third-party, unpublished and price sensitive information relating to securities


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listed in any recognized stock exchange, the movements and whereabouts and all personal or private matters concerning senior Employees and Directors, marketing/business/sales activities, strategies and plans, subscriber lists and details of contacts with or requirements of subscribers, pricing strategies, discount rates and revenue figures, lists of suppliers and rates or charges, information which has been supplied in confidence by Employees, clients, subscribers or suppliers any other information treated as Confidential by the Employer on a day to day basis including software passwords and any other passwords, information and any data relating to Directors, Management and all personal including but not limited to details of and/or concerning their Engagement, employment and termination of employment of any personnel of the Employer or its any subsidiaries, information concerning any litigation proposed in progress or settled, any invention, technical data, know-how or other trade secrets of the Employer and its subscribers or suppliers;

- (iii) all items which come into existence through modifications or developments to such information, any reports, analysis, studies, memoranda or other documents prepared by or for the Employee incorporating, deriving from, or reflecting such information, and such other items arising directly or indirectly from the Employee's use of such information.

3. Compliance

- a. **Content:** All Employees should refrain from creating, publishing, distributing, exchanging or engaging in an assistive way with Content that has or is likely to have any adverse impact on the Employer:
 - i. That lets Users know that an Employee is engaging in an Activity that is illegal or criminal under the prevailing law of Sri Lanka.
 - ii. That divulges Confidential Information pertaining to the Employer and/or other Employees.
 - iii. That are recorded in the Employer's premises and are identifiable by Users as being recorded in the Employer's premises, by photography, videography, live streaming or by any other means, without prior written approval from the Sri Lanka Telecom Marketing Group or their delegates.
 - iv. That intentionally or unintentionally displays the Corporate Logo without prior written approval from the Sri Lanka Telecom Marketing Group or their delegates.
 - v. Those are deceptive, misleading, factually incorrect or unsubstantiated claims about the Employer, other Employees or competitors/suppliers and other related.

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This includes tagging or captioning of such photographs and/or such videos and/or uploading such Content to Digital Media Profile.


- vi. That could cause harmful consequences to the Employer and for which a direct or indirect link or inference could be drawn to the Employer due to public expression of political ideology and/or canvassing and supporting a political party in public by the Employee.

b. Representation: All Employees must at all times when using Digital Media:

- i. Be aware that there is a designated authority, i.e., the Sri Lanka Telecom Marketing Group that is authorized to make official statements on behalf of the Employer.
- ii. Consult the Sri Lanka Telecom Human Resources Group in the event an Employee is approached to make a statement/express views on behalf of the Employer.
- iii. Obtain prior written approval of the Sri Lanka Telecom Marketing Group when publishing a remark/statement or representing the official position/view of the Employer. Communicate clearly and conspicuously to the audience that it is the official position/view of the Employer.
- iv. Refrain from creating pages, handling or representing the Employer in Digital Media, that are directly or indirectly perceivable as property of the Employer, without prior written approval from the Sri Lanka Telecom Marketing Group or their delegates.
- v. Refrain from requesting personal information from other Users or Employer's customers (including but not limited to National ID card numbers, connection numbers, account numbers, usernames, passwords and so on) or creating social connections (e.g., sending friend requests, following on Digital Media) in exchange of providing any service of the Employer.
- vi. Refrain from divulging any Confidential Information referred in this Policy.
- vii. Shall refrain from using internal documents, memos, circulars, etc (as mentioned under clause 2-m-ii) in 'Digital Media engagements' unless otherwise they are classified as 'Public'

c. Breach of Profile

If an Employee's profile is compromised by an unauthorized party and is used to create, publish, distribute, exchange or engage positively with CONTENT that is harmful to the Employer's reputation, either directly or by association, communicate the breach **immediately** to the Sri Lanka Telecom Marketing Group and follow their guidelines to resolve the situation.

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d. Breach of Policy:

Employees who fail to comply with this Policy will be considered to be in violation of Sri Lanka Telecom Code of Conduct & Disciplinary procedure and will be subject to appropriate disciplinary actions by the Disciplinary Authority.

4. Guidelines:


a. General Guidelines:

- i. The Employer neither requires nor prohibits its Employees from using Digital Media, either for personal use or for the business requirement of the Employer.
- ii. Subject to the provisions of this Policy, the Employer recognizes and deeply respects the right of its Employees to hold and to express a personal opinion. Any opinion for which a direct or indirect inference could be drawn to the Employer, fellow Employees, competitors, customers, shareholders or the industry, shall not be considered as "personal opinion".
- iii. Employees are advised to avoid engaging in public discussions on sensitive topics about the stakeholders of the Employer- classified under 4.a.ii above, which could cause harmful consequences to the reputation of the Employer.
- iv. Respect and uphold third-party copyrights by obtaining required permission from the relevant parties, when quoting, using and linking to other's intellectual properties, for work-related requirements.
- v. Provided that the information shared by an Employee does not cause loss or harm to the business or to the reputation of the Employer, the applicability of the provisions of this Policy will be exempted when ;
 - Any Employee sharing the promotional material released by the Employer in the same accurate manner such material is released.
 - Responding to any customer queries or clarifications in accordance with the published information/material of the Employer.

In the event of engaging in any such Activity, if the Employee has the slightest doubt on such Activity, the Employee shall consult the Sri Lanka Telecom Marketing Group prior to engaging in such Activity.

b. **Accountability:** all Employees should always be:

- i. Aware that a User's activities, including but not limited to likes, comments, shares, tweets, messages, retweets and other forms of expressing opinions on Digital Media

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are a reflection not only on the User personally, but may also be a reflection on the Employer, depending on the content and context.

- ii. Aware that engaging in any Activity in Digital Media are subject to prevailing laws of the country.
- iii. Responsible for the security of their Profile to ensure that no unauthorized party gains access to it and damages the Employee's or Employer's reputation.
- iv. Aware that their presence on Digital Media is public and thus be responsible and mindful of their Digital Media Engagement.

5. Additional Information:

- a. Any discrepancy between this Policy and other policies, guidelines, letters of contracts, appointment letters, confirmation letters, internal memos, circulars and notices shall be resolved by the management and their decision shall stand final.
- b. For any clarifications on this Policy, or any portion thereof, the Employee should always first contact the Sri Lanka Telecom HR Group via hr@slt.com.lk
- c. This Document is subject to change by the Employer and when such changes occur, the Employer will communicate to the Employees of such change via either printed or electronic communication.

***** END *****

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6. Reference Table of changes made in the document

Serial No.	Old Version of the Document	Date changes made to document	Paragraph No. where changes made	Detailed description of the changes made in the document

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