

SOCIAL MEDIA POLICY

LIVEHIRE LIMITED ("Company")

1. Why do we need a Social media policy?

With the rise of social media and next generation communication tools, the way in which users can communicate and connect continues to evolve. The Company recognises that, used responsibly, social media creates new opportunities for communication and collaboration and is an effective way for you to keep up with new trends and topics.

However, although your social media use may take place completely outside of work, your engagement in social media can influence the Company's interests and reputation.

The purpose of this policy is to provide you with a framework to appropriately use and participate in social media and to ensure that while doing so you protect the Company's interests and reputation and follow the law.

The principles and guidelines set out in this policy are dynamic in nature and will evolve as new technologies and trends in social media emerge. Please refer back to this policy regularly to ensure you are up to date with the current policy.

2. Responsibilities of the Board

This policy applies to you if you are an employee, contractor or consultant of the Company.

This policy applies when you:

- Use social media for personal activities while at work; or
- Refer to the Company (or its employees, customers, products, partners or competitors) on social media, whether at work or outside of work.

This policy does not apply to your official use of social media for the Company purposes or to your use of social media outside of work where you do not refer to the Company.

This policy does not form part of the terms of your employment with the Company.

3. What is social media?

Social media includes all forms of online publishing and discussion, such as forums, blogs, wikis, file-sharing, user-generated video and audio, virtual worlds and social networks.

4. Your responsibilities

You are personally accountable for all content you publish on social media. Protecting the Company's reputation is the responsibility of all of the Company's employees, contractors and consultants. It is imperative that the Company is not associated with any personal engagement or online commentary that could reflect poorly on the Company. You must ensure that material published in a public forum is not a personal or emotional opinion that will result in the public forming an undesirable opinion of the Company.

5. Social media enquiries and authorisation

If you receive a social media enquiry, you should direct it to a Director.

You are not authorised to use social media on the Company's behalf.

6. Social media use monitoring

The Company reserves the right to monitor your use of social media when this policy applies.

7. Key Principles and Guidelines

When using social media, you must:

- ***Know the rules.***

Read and follow the Company Code of Conduct and other applicable policies. You must also read and follow the rules of the social media site that you are using.

- ***Respect what's not yours.***

Do not publish content created by someone else (including articles, photos and videos) without their prior written permission; and

Do not use trade marks, logos or branding material (including the Company's trade marks, logos or branding material) without the prior written permission of their owner.

- ***Keep it professional.***

Behave respectfully and thoughtfully:

- Ensure that all discussions and debates are kept professional and do not become opinionated or emotive; and
- Be respectful of others and their diverse opinions.

You must not publish content that may be construed as discriminatory, harassing, vilifying or bullying anyone.

You must refrain from incendiary language, rude comments, or discussing topics that can be inflammatory in nature such as politics and religion.

You may see misrepresentations or criticisms made about the Company in social media or by other social media users. You may find yourself wanting to respond or clarify the position of the Company. To avoid the situation turning into an inflammatory debate that may harm the Company's reputation, you should refrain from responding and promptly notify a Director.

- ***Protect confidential information.***

You must ensure that confidential information of the Company or third parties with whom the Company deals is kept confidential. This includes unpublished information, internal policies, proprietary information, trade secrets and know-how, financial information and other commercially valuable and sensitive information of whatever description and in whatever form, and any other materials and information which may be regarded as confidential (or is by its nature confidential).

The only exception is if you have been authorised or you are legally required to disclose

certain information. You should consult with a Director in this situation.

- ***Identify yourself***

Although you are not an official spokesperson for the Company, your status as an employee, contractor or consultant of the Company may still be relevant to the subject matter of your social media activity. Identify yourself as an employee, contractor or consultant of the Company if failing to do so could be misleading to readers or viewers. Never engage in covert advocacy for the Company.

You should also make it clear that you are not speaking on behalf of the Company. The Company recommends the use of disclaimers such as “...the views and opinions expressed here are my own and do not represent the views or opinions of the Company...”

- ***Manage outside activities.***

Use privacy filters and other security tools, but remember that no area online, no matter how gated or private it appears, is truly private. Rule of thumb: treat all online activities as legally discoverable, just like you would email, instant messages, voicemails, and other forms of electronic communication.

- ***Use personal email addresses for personal use of social media.***

You must not use the Company email addresses for personal use of social media. The Company email addresses should be used only for authorised the Company-related online communications.

- ***Does it give you pause?***

You should keep in mind that any digital information, once uploaded, is accessible for years. If you are unsure whether to publish something, you should consider the following:

- Would you be comfortable sharing your post with a parent/child?
- Would you be comfortable about your comments being posted on the first page of a leading newspaper?
- Can you (do you want to) explain it to your manager or the Managing Director?
- Can you defend what you have said in court?

- ***Just ask.***

You should seek advice from a Director if you are unsure about publishing content on social media.