



Dussmann Group

Social Media Guidelines

- GUIDELINES FOR COMMUNICATION IN SOCIAL NETWORKS -



Dear members of staff,

For many, social networks like Facebook, Instagram etc. are daily companions on the way to work, at home on the sofa or at lunchtime. You can decide yourself whether you want to add Dussmann as your employer to your profile. We are pleased that you feel it is part of your identity.

However, remember that from this moment onwards, you are a representative of the company; on the principle “you are what you Like”, the community will perceive you as a Dussmann ambassador.

We have summarized information about what this involves and recommendations in these social media guidelines and, in view of the speed of developments in the digital world, will review and update them on a regular basis. If you have questions, please address them to the colleagues at the corporate communications department.

Corporate Communications

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1. Take responsibility

You determine yourself whether you identify yourself as an employee of the Dussmann Group or one of its subsidiaries. When you decide to do so, remember that you then represent the company; do not use pseudonyms or abbreviations—only your real name.

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2. Speak for yourself

You are personally responsible for your private statements and publications on the internet. In your own interest and in the interest of the Dussmann Group, take this responsibility seriously. The public attributes your contributions to the Dussmann Group when you, as a private individual, have indicated in your profile that you are an employee of the Dussmann Group.

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3. Do not divulge confidential or internal information

You may not divulge information to which you have access as an employee. This refers to all confidential information and trade secrets belonging to the Dussmann Group and to our business partners including clients. Your contract of employment includes a confidentiality clause: “The employee undertakes to treat all company and trade secrets as well as all matters to which he/she access in the course of his/her duty as confidential. This duty continues following the end of employment.”



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4. Do not create company profiles

The control of communication in the social media is the task of those responsible for corporate communication in the respective business divisions. Do not create company profiles on social media platforms. Specific regulations apply to those who have been assigned the task of corporate communication in social media. If you have suggestions for social media activities, please contact the corporate communications department who will provide support in developing a concept and guidance on creating and operating a company profile on the social media.

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5. Publish only authorized company photos and information

All of the information and company photos available for download in the Dussmann Group Newsroom at <http://news.dussmanngroup.com> are available to all users and may be used in your private online activities. The materials available here such as press releases, articles and pictures are specifically intended for distribution and have been authorized both internally and externally (by clients and suppliers). The logos of the Dussmann Group and its subsidiaries are an exception: these may not be used in private online activities.

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6. Do not compromise security

Be careful with information about yourself, your family and your work colleagues. A simple online search can lead to conclusions about personal relationships, professional responsibilities or opinions on specific topics. Set platform privacy settings to correspond with your intentions. It is recommended that you check regularly for changes in conditions of use. Social networks often introduce amendments without previous notification or seeking the consent of users.



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7. Follow the law

Statements which are deliberately damaging to the business or reputation of the company, its employees or its clients, threats, insults and false claims are illegal and may lead to criminal proceedings. They seriously compromise the work atmosphere and make further cooperation untenable. Please also ensure observation of legislation on data protection, copyright and trademarks.

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8. Show respect

Follow the rules of propriety when using social media and show respect for others, for example in online discussions. Do not publish defamatory, offensive or illegal content. Inform yourself about the rules of the platform you use and ensure that you comply. Remember that every publication in the network is a component of your virtual personality. Always be aware of the possible consequences of your contributions and bear in mind that they may remain available on the internet for a very long time.

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9. Report negative feedback

Should you encounter criticism of the Dussmann Group or its subsidiaries or comments by clients on the internet, do not react as a private individual. Instead, inform your supervisor. The communications issue will be resolved together with the corporate communications department.