Social Media Policy

POLICY
This policy provides guidance for employee use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES
The following principles apply to professional use of social media on behalf of Novus Altair as well as personal use of social media when referencing Novus Altair.

- Employees need to know and adhere to the Novus Altair's Code of Conduct, Employee Handbook, and other company policies] when using social media in reference to Novus Altair.

- Employees should be aware of the effect their actions may have on their images, as well as Novus Altair's image. The information that employees post or publish may be public information for a long time.

- Employees should be aware that Novus Altair may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Novus Altair, its employees, or customers.

- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.

- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or supervisor.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorized Novus Altair spokespersons.

- If employees find encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of a supervisor.

- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or

suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's responsibilities at Novus Altair. Novus Altair's computer systems are to be used for business purposes only. When using Novus Altair's computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, Novus Altair blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- Subject to applicable law, after-hours online activity that violates [the Company's Code of Conduct] or any other company policy may subject an employee to disciplinary action or termination.

- If employees publish content after-hours that involves work or subjects associated with Novus Altair, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent Novus Altair's positions, strategies or opinions."

- It is highly recommended that employees keep Novus Altair related social media accounts separate from personal accounts, if practical.

Signed Adnan Niazi

Date of Issue 01/05/17
Last Reviewed On 03/07/26

Version 1