



Social Media Policy | Cafection Enterprises

This social media policy aims to establish the principles and guidelines to be followed by Cafection's employees when they use social medias. It also aims to regulate the comments and discussions left by fans and followers of Cafection on social networks.

LOYALTY

All employees owe a duty of loyalty to the organization. This obligation prohibits, amongst other things, to publish an information or a comment that would potentially prejudice the image or reputation of Cafection or one of the company's employee. Everyone should act in a professional way.

SOCIAL MEDIAS PUBLICATIONS

Only employees having the written approval from Cafection's direction or in a position where duties and responsibilities refer to it explicitly have the right to use Cafection's logos and trademarks, and to speak in its name.

Employees must disclose their identity when they engage in discussions or in the sharing of content linked to the company. If employees want to express an opinion on a controversial subject, they must include a warning stating that the views expressed are in the name of the individual and not on behalf of the company or its employees.

RESPECT FOR PRIVACY AND REPUTATION

Employees must not compromise the privacy or reputation of their work colleagues. A prior authorization must be obtained before publishing or distributing any photo or video of a person. Moreover, critics, insults, obscene language, defamatory statement or intimidating comments on social medias are prohibited.

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RESPECT OF CONFIDENTIAL INFORMATION

Each employee is obligated to maintain the confidentiality of the information obtained within the framework of his or her employment such as information on the staff, providers, clients, manufacturing processes, etc. No Cafection's confidential nor strategic information may be published on social medias.

ACCEPTED CONTENT

Respectful comments that are relevant within the conversations initiated on social medias are welcomed and encouraged.

However, Cafection reserves the right to delete any of the following comments:

- comments aiming at persuading people to perpetrate illegal actions (including copyright infringement) or containing links leading to anything illegal;
- comments that violates the laws and regulations of Québec and Canada;
- defamatory or insulting statements;
- derogatory comments on the basis of race, gender, sexual orientation, religion or belief, national or ethnich origin, citizenship, employment or health condition;
- disrespectful comments towards other participants and their opinion;
- comments using inappropriate language or excessive swearing;
- material that is or may be considered as obscene, pornographic, vulgar or offensive;
- comments promoting or defending interests of commercial or politic nature (including links to other websites);
- irrelevant or off-topic comments.

POSSIBLE SANCTIONS

In the case where social medias are not use in accordance with this policy, Cafection may request the employee or follower to remove any content deemed non-compliant, to request an official apology to those who were unfairly harmed, to impose a penalty that could lead to dismissal (of an employee) and, ultimately, to take legal actions. Cafection also reserves the right to remove content deemed non-compliant published on the company's social networks.

As information on social networks is public and accessible, the company reserves the right to use this information.

Need further information?

Contact our team at marketing@cafection.com

