



BUHLMANN

NETIQUETTE FOR BUHLMANN'S SOCIAL MEDIA CHANNELS

Status: June 2024

Community guidelines: These rules are intended to promote positive interaction on the BUHLMANN social media accounts. We ask you to comply with these rules and guidelines at all times. In the event of violations, we reserve the right to exclude you from using the BUHLMANN channels.

1. **Respectful treatment:** Always treat other BUHLMANN users and employees with respect and courtesy. Insults, discrimination, bullying or inappropriate language must be avoided and will be consistently punished. We reserve the right to delete inappropriate comments if our community guidelines are violated.
2. **Constructive communication:** Get actively involved in discussions by making constructive contributions. Give reasons for your opinions and make sure that your comments remain factual.
3. **No spam or advertising content:** Posting spam, unwanted advertising or irrelevant content will not be tolerated on the account. Make sure that your posts offer added value for the community.
4. **Respect privacy:** Do not share any personal information about other users or BUHLMANN employees without their consent. Respect privacy.
5. **Responsible sharing of content:** Check sources before sharing content to avoid spreading misinformation. Always share correct information and take care to correct misunderstandings.
6. **Appropriate language and images:** Use appropriate language and avoid offensive, vulgar or provocative language. Do not post inappropriate or offensive images or graphics.
7. **Helpfulness and friendliness:** Help other users with questions or problems and be friendly and supportive. Encourage a positive and cooperative atmosphere in the comments.
8. **Express criticism constructively:** If you have criticism of BUHLMANN, express it constructively and respectfully. Avoid aggressive or defamatory statements and offer alternative solutions.
9. **Reporting violations:** If you come across violations of netiquette or the community guidelines, report them via DM to the administrator of BUHLMANN's social media channels so that appropriate action can be taken. Alternatively, you can contact our Compliance Officer at compliance@buhlmann-group.com at any time.