

CIEL HR Digital Communication & Social Media Governance Policy

What is this Policy?

CIEL HR has grown its brand presence and will continue to grow further. It is imperative for a growing brand like CIEL to create a unique position and build a brand of trust for its stakeholders. The objective of this policy is to protect the brand of CIEL Group and prevent its misuse including unauthorised, misleading, defamatory, or reputationally harmful communications over Social Media, Email and other platforms like LinkedIn, X (formerly Twitter), Facebook, Instagram, YouTube, Glassdoor, Naukri, Ambition Box, Google and others.

Why this Policy?

CIEL and its group companies maintain official social media handles and pages for external brand promotions and updates. Members are not allowed to create pages on social media using the name of CIEL HR or any of its group entities/brands. Failure to abide by this shall constitute a breach of employment or contractual obligations and may result in disciplinary action, up to and including termination in accordance with applicable laws and internal policies..

CIEL maintains consistency in its content and messaging across various platforms. If anyone wants to post or promote a message on any of our official pages, they may request it with the Marketing Team of CIEL.

Scope

“Member” shall mean all employees (permanent or temporary), consultants, interns, contractual staff, and any individual engaged by CIEL HR or its group entities.

This policy applies to **all Members**: permanent employees, deputies (or contractual employees), consultants and interns of CIEL HR and its group entities. It covers activity on all digital platforms including but not limited to LinkedIn, X (formerly Twitter), Facebook, Instagram, YouTube, WhatsApp, Telegram, Email, Glassdoor, Naukri, Threads, and any emerging platforms — whether accessed during or outside work hours, and whether on personal or company-issued devices, including anonymous or pseudonymous activity where such activity may reasonably be attributable to the Member or impacts CIEL HR.

Nothing in this policy shall restrict or prohibit any disclosure required under applicable law, including protected disclosures under whistleblower mechanisms or statutory rights.

Personal vs. Professional Use

Members must maintain a clear distinction between their personal and professional use of social media. When posting in a personal capacity on topics related to CIEL HR, members must include a clear disclaimer such as:

"Views expressed are my own and do not represent the views of CIEL HR."

Use of such disclaimer shall not absolve the Member of obligations under this policy. Where a Member's association with CIEL HR is identifiable, the Member shall remain responsible for compliance with this policy..

Confidentiality & Protection of Business Information

Members must not disclose, share, or post any of the following on social media at any time:

- Client names, project details, contracts, or engagement specifics
- Internal communications, meeting discussions, presentations, or screenshots
- Financial data, business strategies, or unreleased product/service information
- Photos of client premises, ID cards, official stationery, or internal documents
- Personal data of colleagues, clients, or candidates (in compliance with applicable data protection laws)

These confidentiality obligations apply **during and after employment** with CIEL HR and shall survive termination irrespective of the manner of cessation of engagement.

Prevention of Hateful and Derogatory Content

Members must not post, share, or promote any content on social media, including on personal channels that references CIEL HR or its associated brands and constitutes hate speech, harassment, bullying, or discrimination. This prohibition includes content that promotes violence or hatred against individuals or groups based on protected characteristics such as race, ethnic origin, religion, disability, age, nationality, sexual orientation, gender, or gender identity.

Any breach will be subject to disciplinary action accordance with applicable law and principles of natural justice.

Guidelines for Posting

- Members shall not post, share, or engage in any communication that may reasonably be expected to harm, disparage, or bring disrepute to CIEL HR, its group entities, clients, or stakeholders, whether directly or indirectly.
- Members shall exercise restraint and professionalism in all public interactions and shall refrain from engaging in hostile exchanges, arguments, or commentary that may escalate reputational risk.
- Members shall not represent themselves as authorised spokespersons of CIEL HR unless expressly authorised in writing
- Maintain proper etiquette and professionalism when posting or commenting on digital channels at all times.
- Do not post or comment without proper verification of facts; publishing false, misleading, or unverified statements about CIEL HR or its brands is strictly prohibited.
- Do not post content that is hurtful, discriminatory, or defamatory including content related to ethnic origin, religion, disability, age, nationality, sexual orientation, gender, or gender identity.
- Do not create new profiles or pages using the name CIEL HR or its associated brands.
- Immediately report to the marketing team (digital@cielhr.com), remove or deactivate any existing profiles or pages that use the name CIEL HR or its associated brands.
- Do not post social media ads on behalf of CIEL HR or its associated brands without prior approval of the Marketing Team.
- Do not create or promote location-based profiles or pages bearing the name of CIEL HR or its associated brands.
- Always share only the **official** social media handles of CIEL HR and its associated brands with clients and others.
- Do not make unauthorised claims, promises, or statements about CIEL's offerings, pricing, or businesses on any digital platform.
- In the event of any viral, sensitive, or potentially reputationally damaging content involving CIEL HR, Members shall refrain from public engagement and immediately escalate the matter to the designated internal authority. Only authorised representatives shall respond on behalf of CIEL HR.

Monitoring & Enforcement

CIEL HR reserves the right to **monitor publicly available social media content** that references the company, its brands, its employees, clients, or business operations. This includes posts on personal accounts where CIEL HR is tagged, named, or referenced. Monitoring shall be limited to publicly available information or content lawfully accessible to CIEL HR, and shall be undertaken in compliance with applicable laws..

Grievance Redressal Mechanism

Any member who observes or becomes aware of content that violates this Social Media Policy including brand misuse, false information, or hateful/derogatory content must report the incident immediately.

- **Reporting Authority:** Reports should be directed to the HR Department or the designated Marketing Team via email (digital@cielhr.com).
- **Reporting Details:** The report must contain all necessary details, including the specific social media platform, the URL or link to the violating content, and a clear description of the alleged violation.
- **Action:** All reports will be handled with **confidentiality** and investigated promptly. Confirmed violations will result in appropriate disciplinary action as determined by management.

Consequences of Violation

Violations of this policy may attract one or more of the following consequences, based on the nature, severity, and impact of the breach, and in accordance with principles of proportionality and natural justice:

- Formal written warning
- Suspension or termination of employment/contract
- Civil or legal proceedings under applicable Indian laws, including the Information Technology Act, 2000, and the Indian Penal Code
- Reporting to relevant regulatory or law enforcement authorities

Post-Employment Obligations

The confidentiality and brand-protection obligations under this policy **survive the termination of employment**. Former members must not post, share, or publish any content that false, misleading, defamatory, or based on confidential information and which damages or is reasonably likely to damage the reputation or business interests of CIEL HR or any of its group entities after separation.

Policy Review

This policy will be reviewed **at least once a year** or more frequently as required, to keep pace with the evolving social media landscape, new platforms, and regulatory changes.

How Does This Help?

This policy maintains consistency in the brand identity of CIEL HR, its brands, and subsidiaries, preventing any confusion among our target audience about our identity and persona on social media. It helps position CIEL as a professional brand and maximises the reach of our offerings, so our target audience can recognise, relate, and engage better with us.