

**DOs:**

- Before posting a link to contents appearing on third party website, ensure that the terms and conditions of that website permits such external use. All links must be clearly placed, prompting the user to visit a third party's website at his/ her own risk and discretion.
- Read the terms of use/acceptance guidelines of the social media site which is going to be used for posting content and ensure to comply with them.
- Pay special attention to intellectual property and personal data protection before posting.
- Always consider others' privacy and avoid discussing topics that may be provocative in nature.

**DON'Ts:**

- Do not share sensitive personal data or information of a person on the Social Media Page/s. Sensitive personal data consists of information relating to:
  - password;
  - financials such as details related to Bank Account/ Credit Card/ Debit Card or other payment instrument;
  - physical, physiological and mental health condition;
  - sexual orientation;
  - medical records and history;
  - Biometric information;
  - any detail relating to the above clauses as provided to body corporate for providing service; and
  - any of the information received under above clauses by body corporate for processing, stored or processed under lawful contract or otherwise.
- Do not upload, forward, share or post a link/ content that can potentially lead to communication that is abusive, obscene, discriminatory, harassing, derogatory, indecent, threatening, disruptive or defamatory in nature to any individual, national harmony or bank's image. Refrain from posting suspicious links.
- Do not disclose commercially sensitive, anti-competitive, private or confidential information. If unsure about the propriety of a post or whether the information wished to be shared falls within one of these categories, discuss this with an officer not below Scale IV of CO: Marketing Department.
- Do not upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
- Do not canvas for any donation, lottery or third party marketing/business promotional activities/affairs on the page/s
- Do not use pseudonyms or false names on the page.
- Do not create groups, alternate profiles, blogs etc. by tagging Indian Bank or logo of Bank as part of the profile, group, blog etc. names as it may mislead the general public about the official status of the site, group, blog etc. Any of the existing names in contravention of above guidelines are to be either changed/modified or deleted.

**Disclaimer:**

The following guidelines shall be binding on all users of Bank's Official Social Media pages:-

- Bank shall not be responsible for the content, privacy or security policies of any external websites or links.
- The opinion or information provided by Bank or through a third party on the social media channels are not intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any sort of investment, or any product or service's solicitation.
- Sharing the content posted on Bank's social media channel in its Original Format is permitted. However, no one has the right to use it for monetary purposes or change, alter, modify, amend, revise, publish, translate, copy and otherwise distribute any part or content uploaded on Bank's social media channel. No one is permitted to link any others social media channels or other website to this page, without Bank's prior written permission, except as specifically enabled by the functionality of the social media channel.
- Bank shall not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and / or via social media properties and/or decisions taken by anyone on the basis of messages from Third Parties. The Bank shall not take any form of liability for such message or comments and shall not be liable for any violating content that is uploaded and/or linked by social media website users.
- Bank shall not take any responsibility or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilised in connection with the page.
- No guarantee is given by the Bank regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.
- Bank does not endorse the advertisements and any content or links provided by social media websites on Bank's respective social media channels and is not responsible for the same. Whilst using this page, Bank's Staff, Customers, Stakeholders and General Public may be provided with links to the official website (<https://www.indianbank.in>) or related pages or any other related websites including those of Bank's group companies, alliance partners, merchants etc. for further information on the products and offers. The use of Bank's official website and/or such third party websites shall be governed by the respective usage terms and conditions of such websites. The products and services offered by Bank exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.
- Bank reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, and spam. Bank also reserves the right to remove contents that violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on Bank's page or any other matter that Bank deems as inappropriate in any way. Individuals/ Entities making such posts may be blocked, without intimation, from making further posts on Bank's social media platforms. This is entirely at the discretion of the Bank.
- The people participating on the social media platforms of the bank would be doing so at their own risk and the bank would not be responsible for any damage caused to any third party or his reputation due to any act of any other participant, any compromised server, any dissemination through an Internet Service Provider, Computer System, Social Media Platform or any other

inadvertent post by third party whether be under the influence of a virus, hacking attack etc. While the bank would try to make best efforts to filter posts, the Bank takes no onus or liability and is not responsible to filter content on its social media pages.

**Regulation, Legal and Compliance:**

- Communications made via Social Media pages will in no way constitute a legal or official notice or comment to the Bank or any official or employee of Bank for any purpose.
- Bank reserves the right to use edit, alter, publish or distribute the content that Bank's Customers, Stakeholders, General Public & Employees have posted on Bank's social media channel in any manner without any legal or monetary obligation.
- Indian Bank reserves its rights to initiate appropriate legal/disciplinary proceedings in the event of any breach/violation of these Guidelines / other terms and conditions as may be specified by the Bank from time to time, including but not limited to blocking access to Bank's page without any further notice.
- Under no circumstances, Bank or any of the affiliates or representatives shall be liable to Bank's Customers, Stakeholders & General Public for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or errors of content, personal injury or property damage, of any nature whatsoever, emanating from the use of and access of Bank's social media page. Bank's Customers, Stakeholders, General Public & Employees specifically acknowledge that Indian Bank shall not take any liability for content or the offensive, defamatory, or illegal conduct of any third party and that the risk of damage or harm arising from the preceding, entirely rests with Bank's Customers, Stakeholders, General Public & Employees. The foregoing limitation of liability shall apply to the fullest extent that is permitted by law in the applicable jurisdiction.
- To the extent permitted by law applicable, Bank's Customers, Stakeholders, General Public & Employees agree to indemnify, defend and hold harmless Indian Bank, its affiliates, officers, directors, employees, and agents, arising from and against any and all damages, claims, obligations, liabilities, losses, costs or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from: (i) use of and access of Bank's page; (ii) violation of any of these Guidelines; (iii) violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or (iv) all or any claim that content posted by Bank's Customers, Stakeholders, General Public & Employees which may cause damage to a third party. The indemnification obligation contained herein shall survive these Guidelines and the use of Bank's social media channels.