



POLICY

POLICY: **A-8**
SUBJECT: **SOCIAL MEDIA AND EMAIL**
EFFECTIVE: **NOVEMBER 30, 2023**
SUPERCEDES: **JANUARY 1, 2022**

POLICY

City Cruises Canada (CCC) is committed to strengthening our connection with crew members and customers across the world. It is important that our crew members understand their roles, responsibilities and legal obligations when participating in personal online activity.

Crew members are required to conduct themselves responsibly and professionally, in accordance with CCC's Code of Conduct, Ethical Standards, Computer Use policy, company values, and performance expectations within the crew handbook.

These policies apply to CCC crew members when they email, text, blog or participate in social media for work, but should also be considered if personal blog or social media activities may give the appearance that they are speaking for CCC.

1.0 DEFINITIONS

There is a growing variety of on-line Social Media platforms that allow people to share details of their personal and professional lives and contribute to conversations.

Social media platforms include, but are not limited to:

- Networking sites such as Facebook, Instagram, Snapchat, and LinkedIn
- Multimedia sites such as YouTube, Pinterest and TikTok
- Microblogging sites such as X
- Weblogs including corporate blogs, personal blogs, or blogs hosted by traditional media publications

Company Policy A-8 Social Media	Revision Date: January 1, 2022	Approved by: LM
<i>Uncontrolled when printed</i>	Page 1 of 3	RMS Document

- Wikis, forums, discussion boards and chat rooms

2.0 CONSIDERATION WHEN USING SOCIAL MEDIA PLATFORMS AND EMAIL

- 2.1 Always express your ideas and opinions in a respectful manner.
- 2.2 If you are not the official company spokesperson for CCC, add a disclaimer to the effect: "The opinions and positions expressed are my own and don't necessarily reflect those of CCC."
- 2.3 Online postings and conversations are not private. Avoid identifying and discussing others, unless you have their permission. Obtain permission before posting pictures of others or before posting copyrighted information.
- 2.4 Never discuss sales data, plans, finances, strategies or anything considered "confidential."
- 2.5 Don't make unsubstantiated claims about the company, our products, pricing, crew members, guests, or stakeholders.
- 2.6 If you are responsible for communicating information through social media or email about the company be sure you take the time to refresh content, always respond to questions, and update information regularly.
- 2.7 Be professional and respectful at all times. Sometimes it is best to ignore a comment and not give it credibility by acknowledging it. Delete comments that may be offensive to the public or crew members.
- 2.8 Be careful about posting personal information about yourself or others. Be wary of phishing scams, where criminals send you emails that appear to be coming from a friend. Do not open these documents or follow the links. Please refer to policy A-7 - Computer Use.



CITY CRUISES CANADA POLICIES AND PROCEDURES

3.0 NON-COMPLIANCE

- 3.1 Violation of this policy may be considered serious misconduct and progressive discipline will be administered, up to and including employment separation.
- 3.2 CCC reserves the right to request that any posts, submissions, or page displays that do not comply with the requirements of this policy or reflect poorly on CCC or its crew members are removed from the crew member's profile page or account.

Further interpretation of this policy is the responsibility of the Vice President, Operations. The Company reserves the right to make, modify, revoke, suspend, terminate, or change any policy or procedure, in whole or in part, at any time.

Company Policy A-8 Social Media	Revision Date: January 1, 2022	Approved by: LM
<i>Uncontrolled when printed</i>	Page 3 of 3	RMS Document