



Plantronics Social Media Guidelines

BLOGS, WIKIS, VIRTUAL WORLDS AND SOCIAL MEDIA

The following are the official Plantronics Social Media Guidelines. Social media is online content created by people using highly accessible publishing technologies. More specifically, a blog, is a contraction of the term weblog, and refers to a type of website usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Whether or not a Plantronics associate chooses to create or participate in social media or any other form of online publishing or discussion is his or her own decision.

However, with participation in these forums comes responsibility.

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The [Plantronics Code of Conduct](#) and laws provide the foundation for Plantronics policies and guidelines for use of social media. The same principles and guidelines that apply to Plantronics activities in general, as found in the Code of Conduct, apply to associates' activities online. This includes all forms of online publishing and discussion, including but not limited to blogs, wikis, forums, file-sharing, user-generated video and audio, virtual worlds and social networks and communities.

Plantronics fully respects the legal rights of our associates in all countries in which we operate. Plantronics believes in dialogue among associates and with our partners, clients, members of the many communities in which we participate, and the general public. We believe that Plantronics associates can both derive and provide important benefits from exchanges of perspective.

As a company, Plantronics trusts, and expects, associates to exercise personal responsibility whenever they participate in social media. Even though social media, in all forms, is frequently used to express personal views, it can directly or indirectly impact the company, as well as employees and customers. As a result, activities in or outside of work that affect your Plantronics job performance, the performance of others, or Plantronics business interests are a proper focus for company policy. This guideline emphasizes the importance of good judgment, common sense, courtesy and respect for customers, co-workers, and vendors.

1. Speaking for Plantronics

When Plantronics wishes to communicate publicly as a Company, it has a well established means to do so. Only those officially designated by Plantronics have the authorization to speak on behalf of the Company. Additionally, it is imperative that you do not provide any "insider information." Doing so may result in termination in addition to potential civil and/or criminal penalties. "Insider information" is any information that has not been disclosed to the public and would be material to a decision by an investor to buy, sell or hold securities of Plantronics. [LEGO11 Insider Trading Policy](#) and [LEGO08 Release of Company Information Policy](#).

2. Be transparent

When addressing work-related issues in social media, we do not allow anonymity, using pseudonyms or false screen names. Domain names should be registered through Plantronics Legal department only. Send your requests to trademarks@plantronics.com

Be thoughtful about how you present yourself in online social networks. If you are concerned about associating your name with the content that you are writing for reasons of privacy, truthfulness or whatever the reason, consider that it may not be appropriate. Realize that once placed on-line, the posting is permanent. Social media content may be subject to legal hold preservation and discovery in litigation or other governmental investigations regardless of who owns the account.

3. Use a disclaimer

Whether you publish to a blog or engage in other forms of social media, make it clear that the opinions expressed about work related matters are your own and have not been reviewed or approved by Plantronics. Understand, however, that a disclaimer does not by itself exempt Plantronics managers and executives from a special responsibility. Consider whether personal thoughts you publish may be misunderstood as expressing Plantronics positions. Along with your disclaimer, include in your posting that **'[I] assume full responsibility and liability for any work related content.'**

4. Protecting confidential, intellectual property, trade secrets or proprietary information

Social media can blur many of the traditional boundaries between internal and external communications. Be very thoughtful about what you publish—particularly on external platforms. You must make sure you **do not disclose or use Plantronics confidential information**, intellectual property, trade secrets or other proprietary information or proprietary information of any other person or company in any online social media platform. Patent, Secrecy and Invention Agreement

If you are unsure whether information is confidential or considered a trade secret, please consult with your manager or Plantronics Legal department before posting.

5. Be respectful

Remember that many forms of social media may be viewed by both internal and external individuals with diverse sets of customs, values and points of view. Be authentic, but do so respectfully.

This includes not only the obvious (no ethnic slurs, personal insults, obscenity, etc.), but also **proper consideration of privacy and of topics that may be considered objectionable** or inflammatory, such as politics and religion.

Be careful not to disparage others, Plantronics, partners or competitors. If you speak about a competitor, you must make sure that what you say is truthful, accurate, and that it does not disparage the competitor. When posting on behalf of Plantronics, focus on subjects that are business-related. If you are posting from your own account, use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Plantronics.

[HR006 Harassment Policy](#).

Further, blogs, wikis, virtual worlds, social networks, or other tools hosted outside of Plantronics protected intranet environment should not be used for internal communications among fellow associates.

6. Protect Plantronics clients, business partners and suppliers

Clients, partners or suppliers should not be cited or obviously referenced without their approval. **Externally, never identify a client, partner or supplier by name without permission** and never discuss confidential details of a client engagement. Internal social media platforms permit suppliers and business partners to participate, so be aware and sensitive to who will see your content.

7. Protect Plantronics records

Collaboration tools such as Google Docs, Dropbox, Hightail, OneDrive, and Wave, also known as Cloud Computing, may prove useful to you. However, as outlined in [LEG005 Worldwide Records Retention Policy](#), **it is imperative that you assure the security of all company records** housed on these sites and that you ensure the company has access to these records. See [IPO01 Plantronics Privacy Policy](#) for further information concerning the company's policies and procedures for protecting consumer and or customer data per regional laws and regulations. For further information on network security, see [IT020.1 Plantronics Network Security Policy](#).

8. Respect copyright and fair use laws

For Plantronics protection as well as your own, **it is critical that you follow the laws governing copyright and fair use of copyrighted material** owned by others, including Plantronics own copyrights and brands. Both civil and criminal penalties can apply if posting copyrighted material without the proper authorization.

9. Protect Plantronics activities

Posting what you are working on or where you are traveling could be vital information to a competitor. Posting online where only your 'true friends' will read something isn't possible and **our competitors may specifically monitor what you are doing**. Do not post these or similar items.

10. Don't forget your day job

You should make sure that your **online activities do not interfere with your job** or commitments to customers.

11. Access to online communications and devices

Plantronics must retain the right and ability to enforce this and other company policies and to monitor compliance with their terms. In order to do so, **the company reserves the right to access any of its computers and electronic communication devices and to monitor blogs, online sites, and online communications**. Associates should not maintain any expectation of privacy with respect to information transmitted over, received by, or posted on such sites. For more information, please see [LEGO30 WW Computer Resource Use Policy](#).

If you believe that a blog or other online communication violates company policies, you should immediately report the blog or communication to Human Resources. The company will investigate the matter and determine whether any blog, posting, communication or other information violates company policies. Associates are reminded that a violation of any aspect of any policy implicated by blogs or other internet postings may result in disciplinary action, up to and including termination of employment. Legal action may also be taken where there may be a violation of law.

What you should never disclose:

- **THE NUMBERS:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- **PERSONAL INFORMATION:** Never share personal information about our customers, employees or business partners.
- **LEGAL INFORMATION:** Anything to do with a legal issue, legal case, or attorneys without first checking with legal.
- **CONFIDENTIAL INFORMATION:** Do not publish, post, or release information that is considered confidential or top secret

Remember if you are unsure if you should post about something, don't post it. It's important to retain the Plantronics brand image and protect yourself.

For further information or advice, please contact Plantronics Legal Department at legal@plantronics.com