



**Stock Holding Corporation of India Limited**  
**Regd. Office:**  
**Unit No. 301, 3rd Floor, Peninsula Center Point,**  
**Opp. Bharatmata Cinema, Dr. Ambedkar Road, Parel, Mumbai 400012**

## **Social Media Policy for Customers and General Public of Stock Holding Corporation of India Limited**

<b>Issue Date</b>	<b>Version No.</b>	<b>Document Ref.</b>
August 05, 2024	1.0	<b>Stock Holding/Mktg/Social Media policy for Customers &amp; General Public</b>

## Social Media Policy

### **1. Introduction:**

With the rise of new media and next generation communication tools, the ways in which companies and their employees communicate internally and externally continue to evolve. While this creates new opportunities for communication and collaboration, it also creates new responsibilities. As for financial institutions, it creates new levels of regulatory and reputation risks as well as the potential to detract from productivity in the workplace.

Social media is often thought of, in terms of a handful of well-known social media sites, such as Facebook, Instagram, Twitter, YouTube, LinkedIn and so forth. Social media encompasses the internet technologies that enable consumers to easily share content online, including and not limited to, social networks, blogs video, photos, wikis, online reviews, online check-ins and much more. There are thousands of social channels, networks and media tools and the list is growing day by day.

StockHolding neither undertakes monitoring all these social media platforms at all times nor is obligated to respond to posts made on these platforms. However, StockHolding has put in place an online response management process to provide suitable response to comments of the users.

Currently, the most popular networks are Facebook, Instagram, Twitter, YouTube and LinkedIn and Stock Holding Corporation of India Limited has presence on all their mediums. To ensure that you are referring to an authentic social handle of StockHolding, please visit <https://www.stockholding.com> and click on the appropriate social platform icons.

To safeguard the objectives of Social Media Policy, certain guidelines have been adopted for social media communications of the StockHolding. This Policy includes StockHolding-hosted social media, and non- StockHolding-hosted social media

Guidelines set forth in this social media policy shall apply to any online medium, where information may reflect back on the image of StockHolding. This social media policy applies to all forms of social media including, but not limited to: blogs, Facebook, Instagram, Twitter, Youtube, Wikipedia or other wikis, Google + and other platforms as may arise.

StockHolding recognizes various social media that provides additional opportunities for promotion and communication with our customers and stakeholders. StockHolding realizes that employee usage of social networks and social media tools may provide some value to the institution, and therefore may be used for business-related purposes as directed / communicated by StockHolding and set forth in this policy.

Most conversations on social media platforms are held in an informal manner, so strict application of the StockHolding writing style is not required for social media communications. However, professional disclosure is expected.

## **2.0 Purpose & Objective of the policy:**

The purpose of having a Social Media policy for StockHolding's Customers & General Public in place is to:

- Provide guidance while making a comment, post, idea and concern on social media
- Do's and Don'ts on Social Media for Customers & General Public
- Regulations, Legal and compliance involved in implementing social media.

## **3 Definitions:**

- I. 'StockHolding Corporation of India Limited' means StockHolding.
- II. 'StockHolding's Social Media Platforms/ Channels' means official accounts/ pages of StockHolding on various Social Media channels.
- III. Social networking sites and social media (including discussion forums, online collaborations, blogs, podcasts, video sharing, social networks, publishing systems, and others) are collectively and herein called 'social media'.

## **4 Policy for StockHolding's Customers, Stakeholders & General Public:**

### **4.1 Content**

**4.1.1** All content posted on our Social Media channels are meant to be indicative and informative in nature. These do not imply any contractual obligation on the part of Stock Holding. For the most authentic information, please visit StockHolding's corporate website <https://www.StockHolding.com> or visit your nearest StockHolding Branch.

**4.1.2** StockHolding reserves its right to change information, material, content posted on its Social Media channels/ Platforms as and when required without prior intimation to any person.

**4.1.3** Sharing the content posted on StockHolding's Social Media channels in its original format is permitted. However, no one has the right to use the same for monetary purpose, change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or content posted thereof, or link any other Social Media channels or any other website to this page.

**4.1.4** Refrain from the use of abusive, obscene, intimidating, discriminatory, defamatory, offensive, unpleasant, threatening, harassing, improper language that target specific individuals or groups while communicating with StockHolding / others on StockHolding page.

**4.1.5** Refrain from posting of any content which may violate any law or which may be against the public policy or which may infringe privacy rights of any person.

**4.1.6** Any social media post regarding selling of any product and services etc. by any person shall be prohibited. Individuals/ any entities making such posts may be blocked, without intimation, from making further posts on StockHolding's Social Media platforms. The same is at the sole discretion of the StockHolding.

**4.1.7** No information or opinion provided by StockHolding or through a third party on the page is intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any investment, or a solicitation for any product or service.

**4.1.8** StockHolding reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, intimidating, discriminating, harassing, hateful, improper language, spam or violation of any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on our page or any matter that StockHolding deems as inappropriate in any way. Individuals/ any entity making such posts may be blocked, without intimation, from making further posts on StockHolding's Social Media platforms. The same is at the sole discretion of StockHolding.

**4.1.9** StockHolding may delete/ request to delete comments/ posts that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.

**4.1.10** The information and material available on the Social Media Platforms, including text, graphics, links or other items - are on "as is," "as available" basis. No warranty of any kind, implied, express or statutory is given in conjunction with the information and material.

**4.1.11** If it comes to the notice of StockHolding that any comment/post is misleading, offensive, unlawful, infringes third party rights or in breach of these terms and conditions, then StockHolding reserves its right to remove posted comments that do not adhere to the stipulated guidelines of the Company.

## **4.2 Privacy**

**4.2.1** The content of all comments/ posts is immediately released into the public domain. Hence, users should refrain from posting anything which they do not wish to broadcast to the general public. Any data and information that is posted on these Social Media platforms may reside on servers that -StockHolding does not own or control. Often, the data posted here is available to any and all members of the public as per the Social Media platforms' policies. Even upon deletion, the data may be archived by the Social Media platform as per their policies, which are not in StockHolding's purview.

**4.2.2** In the interest of your security do not post personal, account sensitive information viz. client ID, demat account number, debit/ credit card number, PIN, passwords, account numbers, phone numbers, PAN, Aadhar etc. StockHolding doesn't undertake any liability for any financial and/ or other losses, identity/ information theft or any such issue faced by users on account of posting their sensitive/ personal information.

**4.2.3** With the use of our Facebook, Instagram, Youtube, Twitter and other Social Media channels, it is assumed that users are conforming to the respective platform's Terms and Conditions and its prevailing Privacy Policy or any regulatory norms that have to be adhered to.

## **4.3 Third Party Information**

**4.3.1** StockHolding is not responsible for the content, privacy or security policies of any external websites or links.

**4.3.2** Any third party views and opinions in the comments or posts are solely and exclusively of the user/ such third party. StockHolding neither takes any responsibility for such views, nor endorses their views. This is inclusive of the text, images, documents, audio and videos added, posted or linked by the users/ third parties.

**4.3.3** StockHolding does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/ or via StockHolding's Social Media properties and/ or decisions taken by anyone on the basis of messages from third parties. StockHolding does not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by Social Media website users.

**4.3.4** StockHolding does not take any responsibilities 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 from StockHolding regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.

**4.3.5** StockHolding does not endorse the advertisements and any content or links provided by Social Media websites on StockHolding's Social Media channels and StockHolding will not be responsible for the same. While using this page, user may be provided links to the website (<https://www.StockHolding.com>) or related pages or any other related websites including those of group companies, alliance partners etc. for further information on the products, services. The use of StockHolding's website and/or such third party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by us exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.

**4.3.6** Observe utmost care and caution while acting upon/ commenting on the content posted by third party. StockHolding shall in no way be liable for any loss/ damages/ any legal action incurred by anyone by acting upon such content.

#### **4.4 Regulations, Legal and Compliance**

**4.4.1** Communication made via StockHolding's Social Media channels will in no way constitute a legal or official notice to StockHolding or any official or employee of StockHolding for any purpose.

**4.4.2** Any content that are posted on StockHolding's Social Media channels shall be deemed and remain the property of the StockHolding. StockHolding shall be free to use such content/ information, for any purpose without any legal or financial compensation or permission for such usage.

**4.4.3** StockHolding reserves its rights to initiate appropriate legal proceedings in the event of any breach/ violation of guidelines/ other terms and conditions as may be specified by the StockHolding from time to time including but not limited to blocking access to StockHolding's page without any further notice.

**4.4.4** Under no circumstances StockHolding shall or any of our affiliates, employees or representatives, be liable 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 usage of Social Media platforms or entities purporting to represent the StockHolding. StockHolding 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 the user. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.

To the extent permitted by law applicable, social media user agrees to indemnify, defend and hold harmless, StockHolding, 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 our page;
- (ii) Your 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 you caused damage to a third party. The indemnification obligation contained herein shall survive these Guidelines and use of our Social Media channels.

**4.4.5** Anyone with the intent to cause or knowing that he/ she is likely to cause wrongful loss or damage to the brand's image, to destroy or delete or alter any information residing on the Social Media platform or diminish its value or utility by any means, commits hack, shall be prosecuted under Information Technology Act, 2000 , its subsequent amendments as well as any other statute prescribed by the concerned authorities.

## **4.5 Applicability of Law**

This Social Media Policy shall be governed and construed in accordance with the law of India and any dispute or claim that may arise shall be exclusively decided by a Court of competent jurisdiction located in Mumbai only. "StockHolding" and its logos are trademark and property of StockHolding and use of any intellectual property or any other content displayed herein without prior written permission of the StockHolding is strictly prohibited.



#### **4.6 Monitoring and Review of Policy**

1. The Board will review and approve the Social Media Policy biannually (once in two years) or earlier in case of any interim changes required based on the guidelines issued by the Government / SEBI, to ensure that it meets legal requirements and reflects best practices.
2. In case of sudden changes in the social media or capital markets industry, StockHolding shall bring in the desired changes in the policy, on urgent basis without any prior notice.

Stockholding requests its customers, Stakeholders & General Public using its Social Media channels/ platforms to frequently check this page for any changes in Social Media Policy. It is presumed that any change in Social Media Policy shall constitute acceptance of such changes as continued use of StockHolding's Social Media channels/ platforms.