

Social Media Guidelines

1. Statement and scope for employees
2. Cloudflight's seven social media principles
3. Frequently asked questions
4. Annual review

At Cloudflight we believe in open communication and encourage you to tell the world about your work and share your passion. Whether you do so by participating in an online social network, blog, wiki or any other form of online publishing or discussion is completely up to you.

These novel ways of communication create new possibilities to communicate with each other as well as with our customers, target audiences, and partners. But it also creates responsibilities and risks, which we as a company need to tackle. Your activity on social media reflects on Cloudflight and can impact the work environment. Furthermore, it is a subject to applicable law and will not be exempt from this policy even though it occurred on a private account or as a Cloudflight team member.

In order to avoid any problems or misunderstandings, we have come up with a **few guidelines to provide helpful and practical advice for you when you communicate on social media respectfully business networks as an identifiable employee of Cloudflight.** We welcome your feedback on this document as it should ensure our professional image in public.

1. Statement and scope for employees

As an employee and representative of our company, we want you to be up-to-date with best practices and appropriate etiquette on social media, including but not limited to the following principles when mentioning Cloudflight:

- Be nice and respectful, have fun and connect
- Be professional and take responsibility for your posts and keep in mind that your posts should bring value to the community
- Keep consistency concerning our brand name
- When addressing your position please use your correct job role within the company (don't make up a role for yourself – if your role remains unclear, please reach out to the People Operations team)
- Mind contractual confidentiality clauses; do not share any customer or Cloudflight related confidential information
- If you are unsure whether to publish your post, please ask for feedback (four-eyes principle)

2. Cloudflight's seven social media C's

Consider this before you post

Keep in mind that most online social platforms are like public marketplaces: what's out there is available for all to see. On social platforms, the boundaries of professional and personal information are not always clear. In these days of shifting privacy policies and powerful search engine indexing, you can't always be sure what is being shared, viewed, or archived. Note that what you publish online will be public for a very long time. What you post online will reflect on you, so be consistent with the way you would wish to portray yourself to friends, family, colleagues, and clients. If you are unsure whether certain content is appropriate to share online, please consult our Marketing, Compliance, or People Operations Team to clarify the issue.

Consistency

When you are addressing Cloudflight as a company in your posts, make sure to maintain consistency over all your posts. That means you should also refer to it as „Cloudflight“. As an employee of an affiliated Cloudflight company, of course, keep using the current company brand name.

Careful Management of Intellectual Property

Respect other people's intellectual property including trademarked names and slogans and copyrighted material. Make sure you

have permission to post copyrighted material, properly attribute the work to the copyright owner where required and never use someone else's work as if it were your own. If there are questions about what is considered confidential, please check with the Marketing, Compliance, or People Operations Team.

Should you come across misinformation, confidential information, or other questionable content regarding Cloudflight on Social Media or any Webpage please immediately report this to colleagues in our Social Media or Compliance Team.

Conduct & Responsibility

You have the opportunity to help shape Cloudflight's reputation online. Use your expert knowledge to enrich discussions, help solve problems, share the excitement of your work environment, promote learning and idea-sharing.

Remember, even when you are on a private account that is publicly accessible your social media activity could be seen by customers or potential customers, so you should treat every interaction on social media as if you are dealing with a potential customer.

Your behavior online should be consistent with our Cloudflight Handbook as well as the General Data Protection Regulation (GDPR) and has to align with our confidentiality agreements.

To avoid infringement of trademark, copyright, or publicity rights, do not post images or other content without the consent of those

who own or appear in the media. When you quote others, be sure to credit them and, if appropriate, add a reference. You are also personally responsible for complying with any terms of the social media platform you are using. These terms differ across platforms and can include detailed community standards. You should familiarize yourself with the terms and standards for each platform you use.

Trust is the key element in building relationships online. Build trust by keeping a respectful tone, even when disagreeing with others, and by responding to comments in a timely manner. If you realize that you've made a mistake, please try to correct it promptly.

[Connect and have fun, be nice and respectful!](#)

Cloudflight respects personal opinions, therefore you should respect others and their right to think differently to you. Our values commit us to work together proudly and passionately while communicating openly and honestly. It is okay to constantly experiment – that is the way we learn at Cloudflight. We also create safe and diverse spaces while we value employee privacy and a diversity of perspectives. Therefore, Cloudflight has zero tolerance for racism, bigotry, misogyny, express or implied threats of harassment or physical harm, or hate speech. “Hate speech” includes any speech – or endorsement or promotion of speech – that is derogatory toward specific groups of people or minorities. This can include race, ethnicity, nationality, religion, sexuality, caste, gender, disability, social status or class. For example, speech that dehumanizes, ridicules, or condones, or promotes violence

against a vulnerable group of people is considered hate speech.

Please also bear in mind that your readers, due to a lack of non-verbal communication or cultural differences, can interpret the tone you use online in different ways. Some participants may not be familiar with abbreviations, emoticons, and other common codes used in online communication. Moreover, you should be aware that comments can also be taken out of context.

[Customer Inquiries](#)

If you encounter questions from customers that you are not able to answer or issues on social media, contact our IFO team leaders for review and support. All team members are encouraged to speak about the company, share news and official information, but only authorized and trained spokespeople may speak on behalf of Cloudflight and issue official company responses. If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue politely and seek the advice of the Marketing team. Always remember that anything posted on social media can go viral or be screenshotted, reshared, or reposted as there is very little privacy protection for anything shared on social media, no matter what your privacy settings may be. Should you receive media inquiries from customers, partners, press, or other institutions (e.g. schools, ministries, etc.), please forward them to marketing@cloudflight.io.

Confidentiality

Please always protect clients', Cloudflight's, and suppliers' confidential and other proprietary information. Since this is a contractual and legal requirement, breaches may result in significant fines and the possibility of civil law prosecution. Do not publish anything online you wouldn't share with a journalist, client, analyst, or competitor. In doubt please ask your Cloudflight project lead or a compliance officer.

Make sure any reference to clients, partners, and suppliers does not violate any non-disclosure obligations. Please also remember your confidentiality obligations under your employment agreement.

Do not disclose sensitive information about colleagues or other persons or misuse their personal data.

If you participate in social media activities as part of your job at Cloudflight on an account created for that purpose, that account is considered Cloudflight's property and remains so if you leave the company. Similarly, any materials created for or posted on the account will remain Cloudflight's property. This doesn't apply to private accounts that you may access at work, but does apply to all Cloudflight and affiliate company-branded accounts. If you have any questions about an account you operate, please reach out to the marketing team to discuss the account. Generally, our IT policy regarding private use at the workplace also applies to social media usage.

3. Frequently asked questions

[Can I post articles for Cloudflight in my name using my private account?](#)

Yes, of course! Feel free to promote the Cloudflight brand! Please consider the section "Statement and Scope for Employees". If you relate your post to our company brands you have to respect our Social Media guidelines.

[When do I need to obtain approval to post a message on social media?](#)

In general, you do not need to seek permission to post messages, events, etc. about Cloudflight when mentioning the company in your post. If you have any questions regarding ethical, conduct, or privacy-related issues please ask People Operations about your concerns.

[What kind of information am I allowed to post related to my work on social media?](#)

You should definitely post e.g. upcoming events and information publicly provided by Cloudflight as well as News, Expert Views, and information about current projects posted on the Cloudflight website. Please do not post any confidential project information. If unclear, contact your project lead or compliance officer for input.

[Can I post pictures from events with other colleagues on it? And what about people who are not part of Cloudflight?](#)

Like the right to a name, the right to one's own image is a personal right. It means that pictures of people may not be made available to the public if this would violate the legitimate interests of the person depicted or, under certain circumstances, of a close relative. Not only the picture itself, but also captions, accompanying texts and the overall context must be taken into account.

Therefore, only publish photos of colleagues if the purpose of the photo was already clear to all persons depicted at the time it was taken. As a rule of thumb, you may only publish photos of colleagues if you would also agree to a likewise photograph and publication of yourself. In addition, it is important to respect the fact that some colleagues make or have made use of their right of revocation and do not wish to appear in public company communication.

That being said, you are more than welcome to post pictures from company events on your work or personal account. If you do, please try to add value to our purpose! Make sure that the content represents Cloudflight professionally and adequately.

[Should I include my company info in my social media bio?](#)

Feel free to add Cloudflight to your bio. If you do so, add our company as "Cloudflight" only (do not use name extensions like Cloudflight Austria, or Cloudflight GmbH) to maintain a unified

appearance, and make use of your contractual position as well. We really encourage you to become a fully-fledged Cloudflyer on LinkedIn and Co.

[What if I unintentionally made a mistake on social media or somewhere else online?](#)

Be the first to respond to your own mistakes. If you make an error, be upfront about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.

4. Review

- This guideline will be reviewed regularly. All employees will be provided with access to a copy.
- "Affiliated companies", and "Cloudflight" refers to Cloudflight GmbH and all its affiliated legal entities.
- For any additional questions or support, please don't hesitate to reach out to Cloudflight's Marketing, Compliance, or People Operations Team.

