Media & Social Media Policy

This is a high-level summary for all staff. Full details are set out in the Media & Social Media Policy.

Our Approach
LSH Group Australia supports responsible use of media and social media while protecting our people, customers, and business. Employees may engage in lawful personal expression; however, obligations apply where there is a connection to employment.

Connection to Employment
This policy applies where your conduct:

- Identifies or could identify you as an employee;
- Refers to the Company, colleagues, customers, or stakeholders; or
- Creates a reasonable risk to the Company's reputation, operations, or workplace relationships.

Media Enquiries

- Do not provide comment to media
- Use the approved response:
  "I'm not the appropriate person to comment, but I will arrange for the relevant spokesperson to contact you."
- Obtain details and immediately inform your Manager

Your Responsibilities
You must:

- Act professionally and respectfully online
- Protect confidential and sensitive information, including:
  - Customer and employee information
  - Business operations, strategy, and internal matters
- Use Company branding, images, or materials only with approval
- Share only approved Company content
- Comply with privacy, intellectual property, and workplace laws

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Unacceptable Conduct
You must not post or share content that:

- Is unlawful, defamatory, discriminatory, or harassing
- Discloses confidential or private information
- Misrepresents the Company or implies you are speaking on its behalf
- Creates a reasonable risk of harm to the Company, its employees, or stakeholders
- Is inconsistent with your role or responsibilities

Think Before You Post

- Online content may be permanent and widely shared
- Privacy settings are not guaranteed
- Content may be taken out of context
- You may still be identified even when posting anonymously

When in Doubt

- Speak to your Manager or Human Resources before posting
- Report any concerning or inappropriate content involving the Company

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Compliance
Breaches of this policy will be assessed on a case-by-case basis, considering:

- The connection to employment
- The seriousness and impact of the conduct

Disciplinary action may apply, up to and including termination of employment.

Acknowledgement
I acknowledge that:

- I have read and understood the Media & Social Media Policy – One Page Summary**;**
- I understand that this summary does not replace the full **Media & Social Media Policy**;
- I agree to comply with the full policy and all related Group policies;

I further acknowledge that this summary should be read in conjunction with the full **Media & Social Media Policy**

which is available on the intranet.