



Social Media Policy



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Purpose

This social media policy intends to educate all employees of Persistent Systems Limited and associated persons (defined in the section below) about their expected online demeanor and set guidelines to follow while using these platforms for personal and professional purposes.

This policy isn't exclusive to major social media platforms such as LinkedIn, Twitter, Instagram, Quora, and Reddit. Any platform on the internet used to interact with or share information in the public domain will be applicable to the policy.

This policy will be applicable to the below parties:

- Stakeholders, joint ventures, partners, clients, vendors, agents, resellers, representatives, consultants, and any other persons engaged in any business with Persistent.
- All employees of Persistent its subsidiaries, or affiliates (full-time / contractual / third-party / vendors across all Persistent locations), while at the workplace or outside a physical office location.

Scope of the Policy

- 1\ **Effective Date:** This policy is effective from the date of publication and supersedes all previous policies relating to social media usage and breach of guidelines.
- 2\ **Review and Revision:** This policy will be reviewed and revised as necessary, in accordance with the company's policies and procedures.

Social Media POCs

In case of an observed violation of the policy by any person / party falling under the established policy, and for emergencies or assistance with policy-related matters, the individuals below can be contacted to evaluate the situation, in the stated order only.

Contact List

- 1\ **Arpita Patil** – Social Media Manager
arpita_patil@persistent.com
- 2\ **Emma Handler** – Global Head of Communications
emma_handler@persistent.com

Guidelines for Employees

- **Professional Conduct:** All employees are expected to maintain a professional tone and demeanor when posting on social media platforms. Comments or posts that are discriminatory, offensive, or defamatory are strictly prohibited.
- **Confidentiality:** Employees should not disclose any confidential or proprietary information on social media.
- **Respect:** Employees should be respectful to others on social media, and not engage in any harassment, discrimination, or derogatory behavior.
- **Individual Opinions:** Employees should make it clear that their opinions on social media are their own and do not reflect the views of the company.
- **Compliance:** Employees should comply with all applicable laws, regulations, and company policies when using social media.
- **Endorsements:** Employees should disclose any endorsements or sponsored content on social media in accordance with the [Federal Trade Commission's guidelines](#).

- **Cybersecurity:** Employees should be aware of potential cybersecurity risks when using social media and should take appropriate measures to safeguard company and client information.
- **Enforcement:** Failure to comply with this policy may result in disciplinary action, up to and including termination of employment.

Do's (but not limited to)

The following actions are permitted by the company, provided they are unambiguous and clear:

- Having a personal blog and profile on social media platforms to share photos, videos, and related ethical content.
- Identify Persistent as their employer and can use their official designation on their social media profile bios until employment with Persistent ceases.
- Share webpage links from www.persistent.com in posts.
- Join official Persistent groups and company pages on social media platforms.

Don'ts (but not limited to)

The following actions are strictly prohibited by the company and will result in disciplinary action if a violation is detected. Any immoral or unethical online behavior by individuals or parties covered by this policy, not explicitly stated below, but identified by the company's social media monitoring team, will also face the same consequences.

- Do not create a page / group on any social media platform under the company's name.
- Avoid joining unofficial groups.
- Do not share confidential internal processes, client documents or any other document not already available in the public domain.
- Do not share confidential videos or photos like internal training, client visits, etc.
- Do not share any pictures or videos of Persistent's working premises such as workstations, meeting rooms, and spaces that have screens projecting company data or have sensitive data stored in the vicinity.
- Do not post or promote any obscenities, racism, prejudice, bigotry, hatred, or promote physical harm of any kind against any group or individual.
- Do not post any content / material which contains nudity, violence or is offensive in nature.

- Do not add any music while sharing photos or videos with Persistent branding as this could lead to confusion about the source of the music and could also cause copyright issues.
- It is prohibited to use the Persistent logo in the background while sharing any personal views or opinions through posts on social media. This could create the impression that your personal views represent the views of the company.
- Creating and sharing self-made hiring posts using Persistent branding is not allowed. This could create confusion about the source of the hiring information and potentially harm the company's reputation.

Record Keeping

Persistent is required to maintain accurate records of all online interactions and regularly monitor ongoing social media conversations. Statements made by the company on social media can be held to the same legal standards as other official communications. Therefore, it's required for the social media team to keep track of all external dialogue on the company's social media handles.

Disciplinary Actions

On detection of any violation of this social media policy, the violator will face consequences depending on the degree and occasions of such breach. Action will be taken against offenders to avoid continued violation of the social media policy.

- Disciplinary action may be taken regardless of whether the breach was committed during working hours or whether company-owned electronic equipment or other property was used for the breach.
- Any suspected breach of this policy will be immediately reported to the employee's reporting manager, and the employee will be given an opportunity to show cause for his or her action.

Mitigating Circumstances

The HR department may consider mitigating circumstances, such as intent, history of violations, & the nature and severity of the violation, when determining the appropriate disciplinary action.

Whistleblower Contact

Any employee with information of misconduct on online platforms conducted by another employee can inform the above POCs by writing to whistleblower@persistent.com.

It is important that the informant disclose his or her identity while making a complaint or reporting the incident.

This is to ensure that the informant has accountability while reporting the incident and to reduce the possibility of frivolous complaints. Further, this will help the whistleblower administrator connect with the informant in case additional data is required during the investigation process, as well as update him or her on the outcome of the investigation.

The informant may rest assured that his or her identity will be kept confidential, and he or she will not face any issues arising due to the complaint or report made under the whistleblower mechanism.

[Whistle Blower Policy | Persistent Systems](#)

Penalties / Consequences

- **First Breach:** In the event of a first breach of company guidelines, the offender will receive a written notice, marking their reporting manager, to further educate them on our brand, social media policy, and other related guidelines.
- **Second Breach:** In the event of a second breach of company guidelines, a meeting will be organized with the HR POC and the offender's reporting manager, which will serve as the final warning.
- **Third Breach:** In the event of a third breach of company guidelines, the party's employment or any association with the company will be immediately terminated.
- **Enforcement:** This policy will be enforced by the HR department in collaboration with the offender's reporting manager.
- **Exceptions:** Any exceptions to this policy must be approved in writing by the HR department.

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization to businesses across industries. With over 23,900 employees located in 19 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including AI-enabled software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15 as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 327% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in the 2024 Brand Finance India 100 Report.

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