



Our policy on... Using Social Media at Kantar

Using Social Media at Kantar

Social media plays an increasingly prominent role in all aspects of modern life, including business and politics, and the professional and the personal realms. It has created opportunities for regenerating old networks while creating new ones, and given a public platform to all. It is immensely powerful.

Kantar's social media presence is expansive and important. We use it to attract clients and talent, while showcasing our brand around the world. Social media is key to our brand positioning and growth and is used extensively by our global communications and marketing teams.

In addition to this corporate use case, our people are key to our growing our social brand presence. We encourage and champion the use of social media to connect with clients and future talent. We should all be proud to represent Kantar.

However, the improper or misuse of social media can quickly damage our brand, our company and our clients. We all have a role to play in protecting its integrity. Misuse can also jeopardise the confidentiality of our data and business information and damage your own personal and professional standing.

When you use social media for business communications or research purposes, you are directly representing Kantar. This applies whether you are using your own personal devices or those provided by Kantar.

Even where you do not directly identify yourself as a Kantar employee in your social media biography, it is increasingly easy to track back from personal social media profiles to an individual's place of employment. This means inappropriate or ill-advised use of social media is a potential reputational risk to Kantar, and this carries the potential for disciplinary proceedings.

For ease of reference, our social media policy has two parts – corporate use and individual use. Both are explored in more detail below.

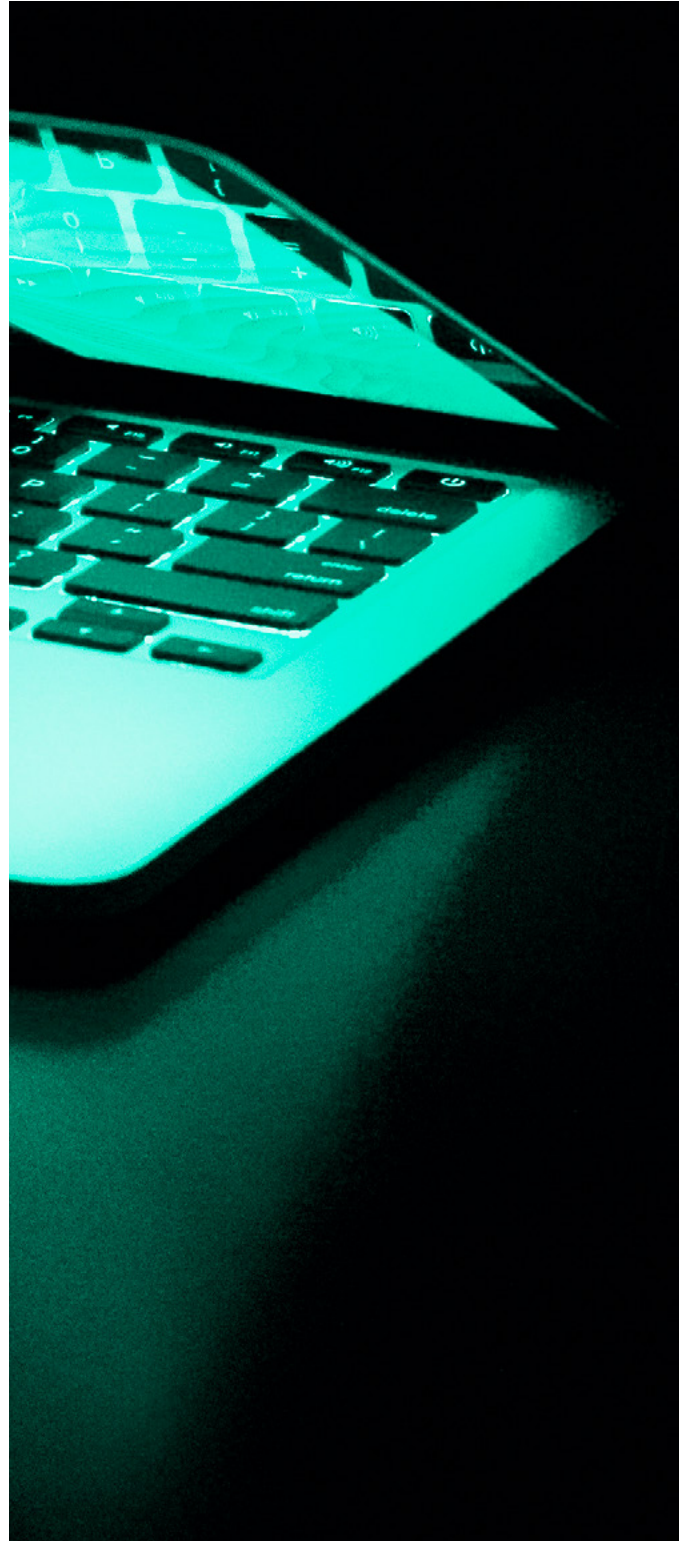


01 Corporate Use of Social Media

Kantar has an extensive corporate social media presence which includes key platforms such as Facebook, LinkedIn, and Twitter.

Kantar's presence on these platforms is managed by our Digital Marketing Team. If you have material that you would like to share on our corporate social media channels, please share this with your Divisional marketing teams. More information can be found [here](#).

To ensure we keep our Kantar social media presence as coherent, consistent and effective as possible, please do not create any additional Kantar branded social media accounts on any existing or new social media platforms. The Digital Marketing Team keep the social media landscape under continuous review and own the creation and promotion of new accounts as required.



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02 Individual Use of Social Media

The use of social media changes quickly as existing platforms develop and new ones are launched. That said, following the general guidelines outlined below should ensure you stay safe on social media.

Do:

- **Behave** responsibly and respectfully on all social media channels
- **Comply** with all applicable laws, regulations and platform terms and conditions
- **Be transparent** with your social media engagements: disclose who you are and who you are representing
- **Protect Kantar** by not sharing sensitive Kantar information on social media channels
- **Seek guidance** when in doubt, ask
- **Be professional** on your profile and in your engagements
- **Remember** that you are **personally responsible** for anything you post on social media channels and that what you post is **permanent**. Even content that vanishes from platforms after a set period of time can be screenshotted and saved
- Gain approval from the **Kantar External Communications Team** (press@kantar.com) prior to responding to any request for comments relating to Kantar or its clients
- Ensure any social media data collected for research purposes is done so in accordance with [Kantar's Social Media Research Guidance](#)

Don't:

- Post content, or links to content, that may bring Kantar or its clients into disrepute. This includes anything that is:
 - Discriminatory, pornographic, sexually explicit, abusive, defamatory, or obscene; or which causes or could intend to annoy, harass, insult, offend, discriminate against, or intimidate another person or group of people
 - Related to terrorist activity, illicit drugs, and/or any other inappropriate matter that is prohibited by law
- Post sensitive business information about Kantar or its clients, either when stated as a personal view or when representing Kantar. For example:
 - Financial data
 - Commercial agreements
 - Business strategies
 - Trade secrets or other confidential information
 - Intellectual property or copyright material
- Post or link to sites that may contain viruses, which could affect the functioning of Kantar's IT systems
- Provide references for any employee or former employee using social media. These references, whether positive or negative, may be attributed to Kantar and can create liability for you and Kantar
- Share client case studies/wins that have not been approved by the client for external communications

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Personal Use of Social Media

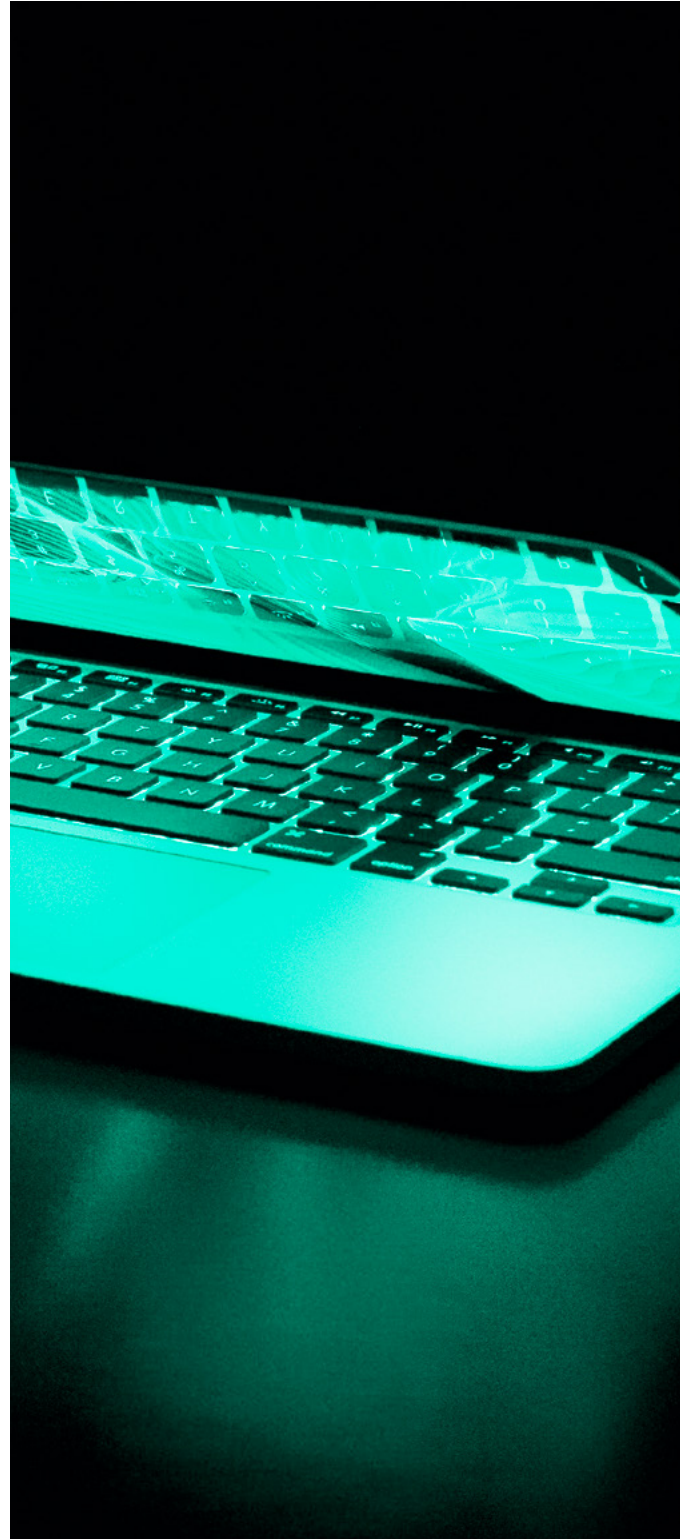
When you are using social media for personal reasons

Please do:

- Make a clear distinction between your personal use of social media and any pre-approved use for business purposes
- Make a clear disclaimer that your views do not represent those of Kantar when posting content related to Kantar or its clients (unless you are authorised otherwise)

Please don't:

- Post anything that brings Kantar into disrepute, that would or might be offensive to your colleagues, customers, business partners, suppliers, or competitors
- Respond to negative posts about Kantar or its clients, unless you are authorised to do so
- Use your Kantar email address to subscribe to non-business-related social media channels
- Add Kantar branding to any of your personal social media profiles
- Use your personal social media profile to post any details about Kantar and its internal operations, unless authorised to do so



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04 Internal social media

Workplace is here to help us to connect, share, solve problems and innovate together. It supports collaboration and curiosity, and should be lots of fun, but remember... it's not Facebook or Twitter. Workplace is still a work tool, and we all need to use it responsibly. Everything you post is stored permanently (like work email or instant messenger) and could be reviewed in any formal legal or HR process so it's important you treat it as a work tool and follow the guidance here.

Be Respectful:

- Workplace is an extension of our physical working environment; you should speak to people online in the same way you would speak to them face to face. Don't engage in any conduct that would not be acceptable in Kantar's workplace or anything that would be in breach of our Kantar Business Principles
- Consider that the people you encounter may be from different Kantar's divisions and countries and have different policies, approaches and customs than yourself. Just because things may be different does not mean they are wrong
- Be a good Workplace citizen – flag any inappropriate content to alert administrators by using the REPORT POST option available on each post. If you have any concerns, you can also email workplace@kantarc.com

Get involved:

- Share your thoughts, ideas, knowledge and experience with your colleagues. Ask questions and seek the expertise of others. But remember, Workplace is a tool for work. You can have fun while talking about work, but this isn't the place for personal updates

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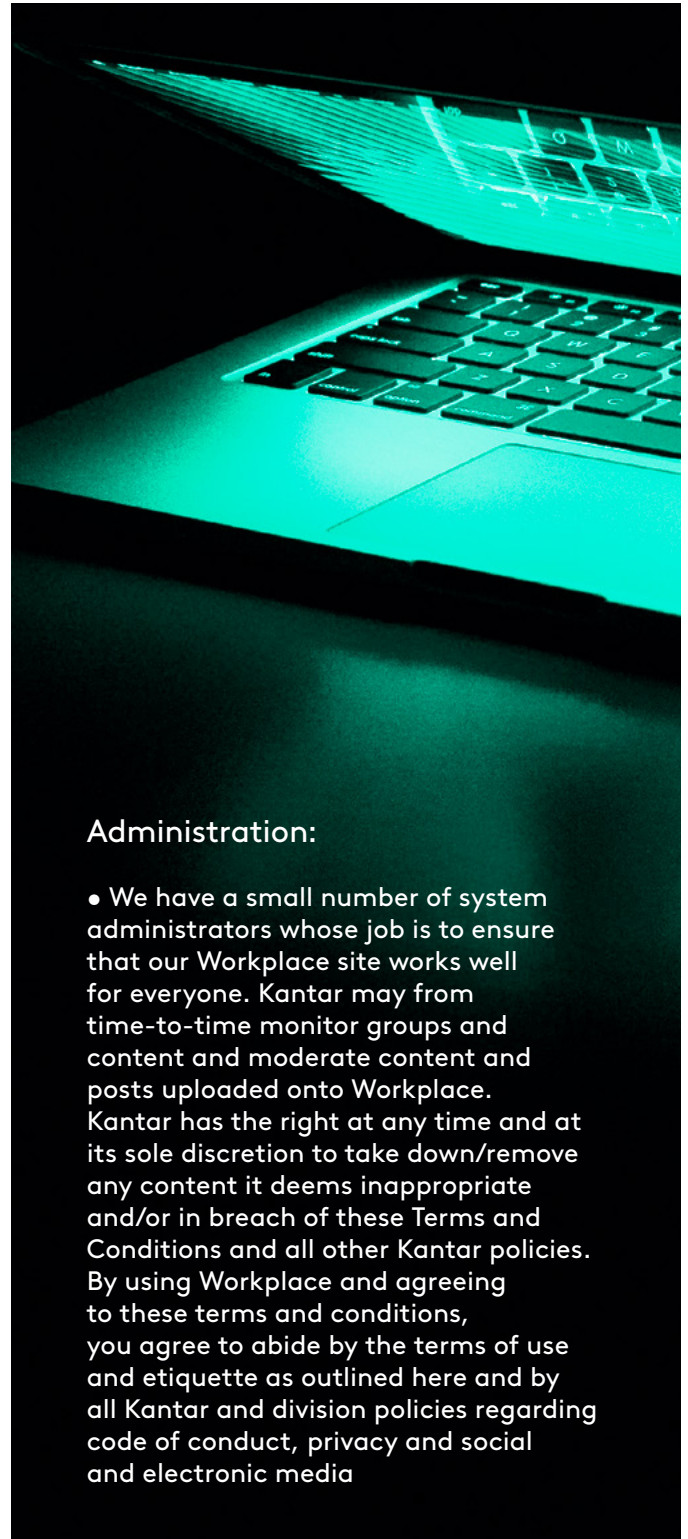
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Responsibility:

- You are personally responsible for all content that you post or send, so ensure they are accurate and appropriate and that they comply at all times with Kantar policies
- You must only sign on to Workplace using your own password and user name
- Kantar will not tolerate sexual harassment, discrimination or offensive behaviour of any kind, which includes the persistent demeaning of individuals through words or actions, or the display or distribution of offensive material
- Just as you would in an offline environment, please protect client and business confidentiality. For example, do not share photographs of confidential legal documents or client pricing details, which would usually be stored in a secure file on our IT systems. Think about what your client or contact's view would be if you share confidential details. Ask your manager if you are unsure whether to disclose information to particular individuals or how to safeguard Kantar's rights
- When linking to OneDrive or Teams files, consider the audience of the group you are posting in and ensure the correct security is set on the document within Office 365
- Don't store, post, acquire or in any way use illegal or inappropriate files or information. Don't infringe third party IP rights by using others' material without appropriate permission and attribution
- Ensure you adhere to GDPR and other data protection law requirements. This includes ensuring you have permission to post someone's picture
- All contents of Workplace are the property of Kantar
- Users of Workplace who violate any provision of this policy are subject to discipline, up to and including termination of employment or freelance contract. Kantar and its Affiliates reserve the right to take any further action as appropriate



Administration:

- We have a small number of system administrators whose job is to ensure that our Workplace site works well for everyone. Kantar may from time-to-time monitor groups and content and moderate content and posts uploaded onto Workplace. Kantar has the right at any time and at its sole discretion to take down/remove any content it deems inappropriate and/or in breach of these Terms and Conditions and all other Kantar policies. By using Workplace and agreeing to these terms and conditions, you agree to abide by the terms of use and etiquette as outlined here and by all Kantar and division policies regarding code of conduct, privacy and social and electronic media

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06 Questions?

Email: press@kantar.com for issues relating to external social media and internalcomms@kantar.com for internal social media issues.

Have a concern about the use of social media that you'd prefer to raise anonymously? Please use the [Right to Speak](#) website on The Source.



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