



## ZiPLY Fiber™ Social Media Community Guidelines

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### Introduction

Welcome to the ZiPLY Fiber Social Media Community! Through our social media channels, we strive to provide a safe space for us to connect with our customers, prospective customers, and fans around our products and services.

If you post to one of our social media channels, or otherwise comment, respond or engage on one of our posts or tweets, then you agree to follow these Community Guidelines, which apply in addition to the Terms and Conditions or other legal notices provided by ZiPLY Fiber and/or the owners of the social media network(s).

### We are Here to Help

We value our customers, fans, and prospects and want to ensure you are heard. Our social media pages, specifically Facebook and Twitter, are moderated by our ZiPLY Fiber's Social Care Team, also referred to as moderators or simply, care team. While we hope you never have an issue or concern when using our products or services, we understand that sometimes you will. Our goal is to provide assistance, guidance, and information to answer your questions, comments, feedback, or concerns. **For urgent matters, we recommend contacting ZiPLY Fiber by more immediate means, like calling us at 866.699.4759.** The care team will do their best to moderate and respond quickly to our community member's posts, comments, replies, and feedback. Our goal is to speak openly and candidly on the topics or themes you raise to our team while being transparent and providing our perspective. While we strive to discuss matters in public, often we must prompt customers to connect with us in a more private setting like a private or direct message allowing us to collect account-specific information needed for our research of the situation. Our customer's privacy is our top concern, and we have a responsibility to ensure we protect it. Our team is here to help, and we look forward to working with you to address your questions, concerns, and issues. Although we are moderating our channels to help ensure that users' posts comply with these Guidelines, we cannot be responsible for the accuracy or reliability of any comments or materials posted by users.

### Keep it Courteous, Relevant and Appropriate

Our social media communities are open and welcoming of all. The goal of these spaces is to allow for healthy and constructive conversations around ZiPLY Fiber, its products, and services. To ensure it remains that way, we ask that posts, comments, and replies, stay on topic. As a community member, you are expected to keep conversations family-friendly and treat other community members, including ZiPLY Fiber's Care Team, with courtesy and respect.

We reserve the right to hide or delete comments, replies, or posts that we deem to be:

- Discriminatory or that contain hateful speech of any kind regarding age, gender, race, religion, nationality, sexual orientation, gender identity or disability.

- Profane, obscene, inappropriate, or disruptive.
- Threats; personal attacks; abusive, defamatory, derogatory, or inflammatory language; or stalking or harassment of any individual including employees, entity or organization.
- False, inaccurate, libelous or otherwise misleading in any way.
- Indecent, sexually explicit or pornographic material of any kind—including masked profanity where symbols, initials, intentional misspellings or other characters are used to suggest profane language.
- inappropriate comments or inferences about our competitors Ex. disparaging remarks, or any statements about their products.
- Spam, or containing or linking to any inappropriate sites, including those that allow for any kind of virus, malware, spyware, or similar program that could cause harm to a user's computer.
- Comments that our moderators deem to be off topic or unrelated, including solicitations and advertising.
- Third-party intellectual property, such as any copyright-protected material or any trademarks or logos, except with the express consent of the owners of such intellectual property.
- “Bumping” the act of posting the same message or comment multiple times, causing other community member’s content to be pushed down, making it harder for our care team to moderate their concerns. In the case of identical posts, we will leave the first submission up and delete or hide any duplicates.
- Names of any individuals, and/or other information that could allow anyone to identify the individual(s), such as an address, phone number, social security number, license plate number, service address, hometown, etc. unless those individuals have expressly consented to such use.

Users who violate these guidelines may be warned, and as necessary, immediately banned without warning from our communities.

As a community member your comment, response, or other posting may also be submitted to law enforcement if we have a good faith belief that disclosure of such information is reasonably necessary to detect and prevent fraud or to protect the safety of the public or an individual.

### **Privacy and Security**

Remember, social media is public, which means that everyone can see it. Any post, tweet, reply, or comment is and should be considered public. Do not share or post any personal or sensitive information that you would not want to make public or generally available about yourself or others. This can include but is not limited to, things like your social security number, PIN, billing address, etc. Even if something is deleted, it may have already been viewed by others, indexed and available through search engines, or also screen screenshotted by someone. Even in private or direct message with the Zply Fiber Care team, we ask that you never share things like your social security or PIN. Our team will let you know what we need to

assist us with your situation. As required, our team may need to contact you by more secure methods to gather more information to help with your situation. If you accidentally share or post personal information on one of our social channels, our team will do our best to hide or delete it as soon as we see it. However, we cannot guarantee how quickly this can be done and take no responsibility for this.

We value the safety and privacy of our employees. While it is okay to share an employee's first name or first name with last name initial in public, our team asks that you never provide or post full names, employee identifiers, extensions, email addresses or any other private or personal information in the public space. However, once in a private or direct message with the care team, you can certainly share this information. Any form of this information shared in a public space within our communities can be hidden or deleted to help protect our employee's privacy.

### **Open Community**

Our social platforms are an open and public community. Community participants are responsible for their comments, replies and/or posts. The opinions, statements and viewpoints expressed by community members do not necessarily reflect the views of Zply Fiber, its subsidiaries, employees or vendors, or the social media site themselves or constitute Zply Fiber's official position. They are solely the responsibility of the poster. Zply Fiber's Social Care Team will moderate as best they can to ensure all engagements on our pages comply with community guidelines but encourage our community members to reach out to us directly if they see anything that may go against guidelines. If something is found to go against community guidelines, the care team will take the appropriate actions to address.

### **Be Careful**

As a community, you will find that many people will be happy to share their insight, advice, or guidance to others in the space. It is solely up to you if you decide to follow any of their direction or information. Zply Fiber's Social Care team is always at your disposal to assist with any questions or concerns you may have, and we encourage you to reach out to us directly. However, we know that part of social media is being able to engage and connect with others in the space, and we don't want to discourage that. When doing so, we encourage you always to do your own research through trusted resources, never put yourself or others in danger, use common sense, and always protect your personal data. While we believe most of our social community are kind and genuine in their intentions, others like fraudsters may try to take advantage of this openness.

### **3<sup>rd</sup> Party Sites**

Zply Fiber's Social Care team may occasionally share links to third-party sites when we think the poster may find the information useful or helpful. Please note that this does not in any way constitute an official endorsement of the site, organization, entity or company. Our goal is only to help provide information to the community member as we strive to assist them. As a company, Zply Fiber may have advertising relationships with different vendors, corporations, organizations, or sites. We at Zply Fiber will do our best to identify and disclose any of these relationships when applicable.

### **Litigation**

The Zply Fiber Social Care Team is not permitted to discuss or moderate conversations about threatened, current, or past litigation against the company, its subsidiaries, vendors, or employees. Communications of this nature should be conducted through appropriate, secure, and private channels. Any mention of litigation will promptly be hidden and not addressed or engaged with by the Social Care Team.

### **Employee Participation**

Employees of Zply Fiber, along with companies or vendors that work with Zply Fiber, are not required to engage on our social channels. Any engagement or participation is solely voluntary, personal in nature, and not as a representative of Zply Fiber or their respective employers. Zply Fiber employees are responsible for reading and understanding Zply Fiber's policies, guidelines, and procedures governing their use of internal or external websites.

### **Media Inquiries**

Zply Fiber's social media accounts are not a point of contact for media inquiries. If you are a member of the media, please visit our [Newsroom](#) for more information and press contacts.

### **We May Share and Use Your Content**

By posting content on any of Zply Fiber's social media channels, you understand, that you are giving Zply Fiber the non-exclusive, irrevocable right to reproduce your posts (including any images or content that are part of the post), together with your name, handle and profile picture (if applicable) for attribution purposes. This includes usage in other channels, worldwide, for our own business purposes, that may include advertising and promotional purposes.

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