

Siemens USA Social Media Policy

07/01/2023 | United States

Siemens success is based on our **Ownership Culture: Values** (responsible, excellent and innovative), **Behavior, Leadership, People Orientation and Equity**. Our guiding principle is: **Always act as if it were your own company**. This is especially necessary when it comes to our Social Media activity.

We use Social Media as a form of private and professional self-expression, and to further the Company's interests. We recognize that when we use Social Media what we say can negatively impact the Company, our customers, our business partners and each other.

This Social Media Policy supplements the [Siemens Business Conduct Guidelines](#). It explains how we realize Siemens' values through Social Media and provides important guidelines for our online activity—whether for Siemens or in our personal lives.

Remember, we ask ourselves the following questions when making decisions for Siemens:

- Is it right for Siemens? Is it in line with Siemens' values and our values?
- Is it legal?
- Could it affect our brand if our decision becomes the subject of media coverage?
- What would the people we care about think of our decision?
- Are we prepared to take responsibility for our decision?

The **Siemens Business Conduct Guidelines** sets forth the basic principles that guide our decisions and overall conduct as employees at Siemens:

We behave correctly—We respect each other—We create trust—We protect our company—As managers we have special responsibilities.

We apply each of these principles to our Social Media activity:

We behave correctly

- We are personally responsible for our Social Media activity.
- We use sound judgment and common sense.
- We know our Social Media activity—even when we are posting from private accounts—can violate the Siemens Business Conduct Guidelines, other company policies, and the law.
- We know what we post can harm Siemens' image and reputation.
- We abide by the rules of the Social Media platforms we use.
- We know only authorized spokespersons may speak on Siemens' behalf.
- When our Social Media activity potentially reflects upon Siemens, we clarify that we are speaking on our own behalf and are expressing our own personal views, not Siemens' views.
- We do not open Social Media accounts on behalf of Siemens or use our Siemens email address on any Social Media accounts.
- We contact [Corporate Communications](#) when Company statements are needed.
- We are encouraged to share content that has been published on Siemens official Social Media channels
 - Post Beyond: <https://siemensamplify.postbeyond.com/> (Contact [Corporate Communications](#) for more information)
 - Twitter: <https://twitter.com/SiemensUSA>
 - Barbara Humpton: https://twitter.com/SiemensUS_CEO
 - Facebook: <https://www.facebook.com/siemensusa/>
 - Instagram: https://www.instagram.com/siemens_usa/

We respect each other

- We respect the personal dignity, privacy, and rights of everyone.
- We respect the opinions of others.

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- As in the workplace, we do not use language that could be considered vulgar, obscene, threatening, intimidating, harassing, defamatory, or discriminatory.
- We do not disclose personal information of others.

We create trust

- We are honest.
- We are passionate in what we say.
- We are thoughtful about how we present ourselves and Siemens.
- We stick to our expertise—we only talk about things we know about.
- When we make mistakes, we correct them.
- We do not reference customers or business partners on business-related matters without their approval.

We protect our company

- We know the lines between public and private, personal and professional can be blurred on Social Media.
- We know that when we identify ourselves as Siemens employees on Social Media, we connect ourselves to our colleagues, customers, and business partners.
- We only use Siemens trademarks and logos when we have permission to do so, unless it is for noncommercial purposes, such as the posting of a photograph of a Company uniform or public Company activity.
- We do not use the Siemens name in our screen name or other Social Media identification.
- We NEVER post confidential or proprietary information that belongs to the Company, our customers, or our business partners.
- We NEVER discuss nonpublic information about Siemens' business performance or results, or other nonpublic sensitive matters.
- We comply with export control requirements—transferring information outside the United State could violate export control restrictions (for further details, see the [Export Control Homepage](#)).
- We comply with all [data privacy Company policies](#), laws and regulations.
- We will not place or use any prohibited Social Media app, including TikTok or any successor application or service developed or provided by ByteDance Limited or an entity owned by ByteDance Limited, on any work device. [52.204-27 Prohibition on a ByteDance Covered Application. | Acquisition.GOV](#)

As managers, we have special responsibilities

- As with other work-related conduct, we as managers set an example for our employees.
- We ensure our teams understand their Social Media obligations.
- We report through appropriate channels suspected misuse of Social Media.

Violations of this Social Policy can result in discipline, up to and including, termination. As with the Business Conduct Guidelines and other policies, Siemens expects all employees to report violations of this Social Media Policy. In so doing, we help protect the Company and ourselves.

If you have any questions about this Social Media Policy or you would like to report possible violations, please contact your manager, your local Corporate Communications, Human Resources, or Legal and Compliance professional, or the Tell US Hotline.

Siemens does not tolerate any retaliation against employees who in good faith report potential compliance violations.