



Social Media Policy

EASY BUY Public Company Limited

1. Purpose and Scope of this Policy

This policy is intended to provide general guidelines for effective practical use of social media in EASY BUY Public Company Limited (hereinafter called "the Company"). The Company realizes the important impact on legal issues and corporate reputation from communication through the social media regarding publicizing of information, news, public relations, opinion expression, questions and answering any questions. This policy also protects the Company from damage incurred by distorted data, which may affect corporate reputation, company reliability and our stakeholders.

This policy is applicable to the Directors, Managements, and Employees at all levels.

2. Definition

Social Media means Digital media which is used for Communication among social network. The forms of social media referred in this policy include, but are not limited to Facebook, LINE, Instagram, Twitter, or other similar forms of online journals, diaries or personal newsletters.

3. Basic Principle

Communications through the social media shall be performed carefully under the principles of respect for right and liberty including Ethic and Code of Business Conduct, Privacy Policy, Customer Data Security Regulation, and the related laws such as Electronic Transactions Act B.E.2544, Computer Crimes Act B.E.2550 and Copyright Act B.E. 2537 based on a good conscious mind in order to reduce corporate risks from such communication.

4. Roles and Responsibility

4.1 Employee is deemed as "Brand Ambassador", a representative of corporate image, when he/she is talking about the Company, our brand, or our business on social media, whether he/she is an authorized Company spokesperson or not, as long as he/she discloses to be affiliated with the Company. Therefore, employee must always realize that the communication through the social media can be publicly accessed, and he/she must take any responsibility for his/her action.

4.2 Employee must pay the utmost attention to the fact that the communication through the social media may lead to a serious argument, especially in topic related to the political conviction, nationality or religion etc. A publication of picture, information or opinion expression through the social media that violates the related laws and the Ethics and Code of Business Conduct may lead to the breach of discipline in accordance with Work Rules and Regulations of the Company. For example, giving counterfeit information and/or giving undisclosed information that affects any persons and/or any entities including causing any serious damage to the company assets and/or the company reputation.



4.3 Employee must give reference to the sources of information, when he/she is using another party's content. He/ she must also get necessary permission of the intellectual property or the other rights from the right holder(s), such as copyrighted material, trademarks, publicity rights, etc.

4.4 Employee must prevent privacy violation as the social media user must thoroughly study about "Privacy setting" and customize a privacy setting appropriately.

4.5 Personal and professional/ official use of social media account must be distinctly separated from each other. In case of personal use of social media account, he/she must use his/her best judgment and make it clear that the views and opinion expressions are his/hers only and do not represent the official views of the Company.

4.6 Creation of the Company's official account or its page for information disclosure to the public must be considered and approved from Chief Executive Officer and must be acknowledged by Head of Corporate Planning & Coordination Department. The right of the Company's official account shall belong to the Company.

4.7 In case the Company received or found any pictures, information or opinion expression through the Company's social media violates the related laws. The Company shall investigate the matters of fact. If found that it violates the laws, Administrator(s) of the Company's social media shall suspend or remove such information from the social media under control of their own as soon as possible.

4.8 If posts or commentary on topics that require subject matter expertise were found, Administrator(s) of the Company's social media must report to his/her superiors or department/office in charge.

Periodic review of this Policy

This policy shall be subject to review annually from the date of enforcement in principle. However, such review may be conducted in any appropriate time in case there is any significant amendment or abolishment.

This policy was reviewed without any significant amendment, and completely acknowledged by the Board of Directors on 25 September 2020

Date of Enforcement

This policy was considered and approved by the Board of Directors dated 20 September 2018.

This policy shall come into force on 1 October 2018.