



Assurity distributors who publish or post any on-line content on blogs, social networking sites, wikis, micro-blogging sites and other user-generated media should exercise good judgment and follow these Guidelines for Social Media Use. Common platforms covered in this policy include Facebook, MySpace, LinkedIn, Yahoo/Groups, YouTube, Twitter, chat rooms, message boards and many others.

Assurity appreciates the prevalence of social media in society and the benefits that this form of communication can hold for individuals both personally and professionally. However, social media also poses unique risks and concerns that are just now coming to be understood. As a result, these guidelines are subject to change frequently as different forms of social media emerge and as additional regulations are imposed by those entities that regulate Assurity's business. For all social media, advertising and Web site approvals, please e-mail Assurity's marketing services at [adapproval@assurity.com](mailto:adapproval@assurity.com).

**DO:**

- **DO clearly identify yourself as an Assurity agent when publishing or posting content that relates to your work or to subjects associated with Assurity, and include a visible disclaimer** that your views are your own and not those of the company. The disclaimer can be as simple as, "These are my personal views and they do not reflect those of Assurity." Likewise, if third parties post to a page you manage, include a visible disclaimer to the effect that third-party posts do not reflect the views of Assurity and have not been reviewed by Assurity for completeness or accuracy.
- **DO remember that you are solely and legally responsible for the content that you post online.** Be sure to respect copyright, fair use, privacy, financial disclosure and other applicable laws. Avoid posting content that could be found defamatory or harassing.
- **DO respect your co-workers and business contacts.** The Internet and social media are not places, or means with which, to abuse or air hostile opinions about colleagues, policyholders or business partners. Don't use ethnic slurs, personal insults or obscenity, or engage in any other conduct that would not be acceptable as an Assurity agent pursuant to the terms of your agent contract. Also remember to respect the privacy of others and not disclose information that someone might not want to be shared.
- **DO remember that only authorized company representatives may speak to the news media about company matters.** As online news sources are growing, journalists and reporters are increasingly turning to blogs and social media as resources for their news stories. Should you be contacted by the media about a matter involving Assurity, please direct the journalist or reporter to contact marketing services.
- **DO remember that if your social media activity impacts or relates to company business, all other company policies apply.** This includes Assurity's policies regarding ethics and integrity, harassment, non-discrimination, confidentiality and non-disclosure, privacy and all other policies regarding appropriate agent behavior.
- **DO remember that Web postings often may be viewed by people other than the person or audience to whom posts are directed.** As a result, it is important to remember that your posting may be taken out of context.
- **DO inform Assurity's marketing services if you maintain any Web site or post to any Web site regularly regarding Assurity-related business.** Like all other advertising, any posted information related to Assurity must be in compliance with state insurance advertising regulations and pre-approved by marketing services.
- **DO consider establishing separate profiles on Web sites such as Facebook or MySpace to segregate personal postings from Assurity-related postings.** This will help ensure a professional appearance for business-related activities and help to limit the possibility that postings may be taken out of context or viewed by those people you did not intend to view the information.

**DON'T:**

- **DON'T disclose confidential or proprietary information of Assurity, its business partners or vendors. This includes protected copyrights and trademarks, business processes and future business plans.** The same rules apply online as they do offline. Publishing or sharing any confidential or proprietary information of Assurity or any third party may result in serious legal action against the company. Consult with marketing services as to whether something you wish to publish or report online is private or internal to the company.
- **DON'T use Protected Information (which can include protected health information, credit card information, Social Security numbers or individually identifiable financial or health information) of our customers.** Social media is not the forum to use this type of information in any format.
- **DON'T reference customers, business partners or suppliers without their express written approval.** The Web has empowered each and every one of us to become our own publishers. Public discussions of work with specific customers, business partners and suppliers must be approved. If you do make an approved reference, where possible link back to the source.
- **DON'T change or remove any online content about Assurity on wikis and content-sharing sites.** If you see an entry or information that needs updating, is inaccurate or is of general concern, please alert marketing services. Corrections or contributions made from company computers show an Assurity IP address, and any such actions may appear as if they originated from the company. Only authorized company representatives may engage in such activities.
- **DON'T forget to monitor the sites you manage and/or post to.** Any posts from third-parties that may evidence or contain customer complaints, problems, errors, questions or other comments regarding Assurity products or services should be forwarded to marketing services for further review.

