

ੴ ਸ੍ਰੀ ਵਾਗਿਗੁਰੂ ਜੀ ਕੀ ਫੁਲਕਿ

ਪੰਜਾਬ ਐਂਡ ਸਿੰਧ ਬੈਂਕ
(ਭਾਰਤ ਸਰਕਾਰ ਕਾ ਉਪਕ੍ਰਮ)



Punjab & Sind Bank
(A Govt. of India Undertaking)

Where service is a way of life

Social Media Policy

for

Bank's Customers, Stakeholders

and General Public

ANNEXURE A

I. Introduction

Social Media is often thought of in terms of a handful of well-known social media site, such as Facebook, Twitter, Instagram , and so forth, but it is actually much more than these few sites. Social media encompasses the Internet technologies that enable consumers to easily share content online, including but not limited to, social networks, blogs, videos, photos, wikis, online reviews, online check-ins and more. There are thousands of social channels, networks and media tools and the list is growing.

Currently the five most popular networks are Facebook, Twitter, Instagram, YouTube and LinkedIn. Punjab & Sind Bank already has presence on all five Social media platforms.

II.Purpose of Social Media Policy

The purpose of having Social Media policy for Bank's Customers, Stakeholders and General Public in place is to:

- Provide guidance while putting comments, post, video, idea and concern on social media
- Do's and Don'ts on Social Media for Bank's Customers, Stakeholders and General Public
- Regulations, Legal and compliance involved in implementing social media.

III. Policy for Bank's Customers, Stakeholders and General Public

III. (A) Content:

- All contents posted on Social Media channels are meant to be indicative and informative in nature. These do not imply any contractual obligation on the part of the Bank. For the most authentic information, please visit Bank's corporate website <https://www.psbindia.com/> or visit your nearest Branch.

- The Bank reserves its right to change information, material, content posted on its Social Media channels/ Platforms as and when required without prior intimation to any person.
- Sharing the content posted on Bank's Social Media channels in its original format is permitted. However, no one has the right to use the same for monetary purpose, change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or content posted thereof, or link any other Social Media channels or any other website to this page.
- Refrain from the use of abusive, obscene, intimidating, discriminatory, defamatory, offensive, unpleasant, threatening, harassing, improper language that target specific individuals or groups while communicating with Bank / others on Bank's page.
- Refrain from posting of any content which may violate any law or which may be against the public policy or which may infringe privacy rights of any person.
- Posts regarding selling of any product and services etc. by any person shall be prohibited. Individuals/ any entities making such posts may be blocked, without intimation, from making further posts on Bank's Social Media platforms. The same is at the sole discretion of the Bank.
- No information or opinion provided by the Bank or through a third party on the page is intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any investment, or a solicitation for any product or service.
- Bank reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, intimidating, discriminating, harassing, hateful, improper language, spam or violate any intellectual property rights or may contain virus or are

immaterial and unconnected to the topics discussed on our page or any matter that the Bank deems as inappropriate in any way.

- Bank may delete/ request to delete comments/ posts that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- The information and material available on the Social Media Platforms, including text, graphics, links or other items - are on "as is," "as available" basis. No warranty of any kind, implied, express or statutory is given in conjunction with the information and material.
- It is not possible for the Bank to fully monitor all comments/ posts on its Social Media channels but wherever it comes to the notice of the Bank that any comment/post is misleading, offensive, unlawful, infringes third party rights or in breach of these terms and conditions, then the Bank reserves its right to remove it from its Social Media channels.
- Bank cannot take up specific customer queries or complaints due to reasons of confidentiality and privacy of one's account(s) since resolution of such matters require customer sensitive details which should not be posted on any social media platforms due to the risk of information/identity theft which may result in financial and other losses to the customers.
- All information posted by the Bank including but not restricted to brand names, features, colour schemes etc. may be safeguarded by trademarks, copyright and other legal measures available to Bank. Hence, do not copy, amend or in any other manner use the content posted by Bank without prior written permission.

III.(B) Privacy

- The content of all comments is immediately released into the public domain, so do not submit anything you do not wish to be broadcast to the general public.
- It is advised not to post personal, account sensitive information viz. debit/credit card number, PIN, Passwords, account numbers, phone numbers etc. However Bank will endeavour to remove such information from our Social Media Channels wherever noticed without any intimation. The Bank doesn't undertake any liability for any financial and/or other losses, identity/information theft or any such issue faced by users on account of posting their sensitive/ personal information.
- With the use of Bank's Facebook, Twitter, YouTube, Instagram and other social media content, user also conform to the respective platform's Terms and Conditions and its prevailing Privacy Policy as well any regulatory norms that have to be adhered to.

III. (C) Third Party Information

- The Bank is not responsible for the content, privacy or security policies of any external websites or links.
- Any third party views and opinions in the comments or posts are solely and exclusively of the user/ such third party. The Bank neither takes any responsibility for such views, nor endorses their views. This is inclusive of the text, images, documents, audio and videos added, posted or linked by the users/ third parties.

- The Bank does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/ or via Bank's Social Media properties and/ or decisions taken by anyone on the basis of messages from third parties. Bank does not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by Social Media website users.
- The Bank does not take any responsibilities or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilized in connection with the page. No guarantee is given from the bank regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.
- The Bank does not endorse the advertisements and any content or links provided by Social Media websites on its Social Media channels and Bank will not be responsible for the same.

While using this page, user may be provided links to the website (<https://www.psbindia.com/>) or related pages or any other related websites including those of our group companies, alliance partners etc. for further information on the products, services etc. Users of Bank's website and/or such third party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by Bank exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.

- Users advised to use utmost care and caution while acting upon/ commenting on the content posted by third party. The Bank shall in no way be liable for any loss/ damages/ any legal action incurred by the use of or acting upon such content.

III. (D) Queries, Suggestions, Feedback & Complaints

- The Bank welcomes suggestions/ feedback at <https://www.psbindia.com/content/queries> from Customers /Stakeholders/ General Public.
- We suggest for using the link available at Bank's website <https://www.psbindia.com/content/recomp> for resolution of queries/grievances about the Bank's products and services. Channels mentioned in the link are the secure channels designated by the Bank. Resolution of such matters require customer sensitive details which should not be posted on any Social Media platforms due to the risk of information/ identity theft/ phishing attack which may result in financial and other losses to customers.

III. (E) Regulations, Legal and Compliance

- Communications made via the Bank's Social Media channels will in no way constitute a legal or official notice to the Bank or any official or employee of Bank for any purpose.
- Any content that user posts on bank's Social Media channels shall be deemed and remain property of the Bank. The Bank shall be free to use such content/ information, for any purpose without any legal or financial compensation or permission for such usage.
- The Bank reserves its rights to initiate appropriate legal proceedings in the event of any breach/ violation of these guidelines/ other terms and conditions as may be specified by the Bank from time to time.
- Under no circumstances Bank shall or any of its affiliates, employees or representatives, be liable to the user for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or

errors of content, personal injury or property damage, of any nature whatsoever, emanating from use to and access of Bank's Social Media platforms or entities purporting to represent the Bank. User specifically acknowledge that the Bank shall not take any liability for content or the offensive, defamatory, or illegal conduct of any third party and that the risk of damage or harm arising from the preceding entirely rests with user. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.

- To the extent permitted by law applicable, user agree to indemnify, defend and hold harmless, Bank, its affiliates, officers, directors, employees, and agents, arising from and against any and all damages, claims, obligations, liabilities, losses, costs or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from:
 - a) use of and access of Bank's page;
 - b) violation of any of these guidelines;
 - c) violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or
 - d) all or any claim that content posted by the user caused damage to a third party. The indemnification obligation contained herein shall survive these guidelines and user's use of Bank's Social Media channels.

- Anyone with the intent to cause or knowing that he/ she is likely to cause wrongful loss or damage to the brand's image, to destroy or delete or alter any information residing on the Social Media platform or diminish its value or utility by any means, commits hack, shall be prosecuted under Information Technology Act, 2000 [As amended by Information Technology (Amendment) Act 2008], its subsequent amendments as well as any other statute prescribed by the concerned authorities.

III. (F) Applicability of Law:

- All these guidelines shall be governed and controlled by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of capable jurisdiction located in New Delhi. "Punjab & Sind Bank" and our logo is trademark and property of Punjab & Sind Bank. Wrong use of any intellectual property, or any other content displayed herein is stringently prohibited.

III. (G) Monitoring and review of policy:

- Bank shall review this policy annually (once in a year), to ensure that it meets legal requirements and reflects best practices.
- In case of sudden changes in the social media or Banking industry, Bank shall bring in the desired changes in the policy, on urgent basis.