

Guidelines for the use of social media

for employees of Banco Sabadell Group

Under the slogan “Authenticity, confidentiality and value”, Banco Sabadell has published a code for using social networks to cooperate in developing its employees and collaborators in these new platforms.

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Author: Banco de Sabadell, SA

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Guidelines for the use of social media

Authenticity, confidentiality and value

Basic guidelines for an efficient use of the social media, protecting your reputation and that of the bank.

Authenticity

- ▶ Any time you participate in the social media, you are doing so on your own personal behalf, unless otherwise expressly authorised by Banc Sabadell to participate on behalf of the company.
- ▶ **Always participate in such media in your own name** and always make it very clear that you are speaking on your own behalf. If what you publish is associated with your professional activity, you must expressly use a disclaimer such as the following: “The articles published at this website are personal and do not necessarily represent the opinion or the position of Banc Sabadell”. We suggest that you consult Canal BS for guidelines regarding the publication of personal information on third-party networks.
- ▶ **Adequately identify yourself, using your real name**, and if necessary, your professional post when discussing sector-related issues. Under no circumstance whatsoever is the use of pseudonyms or false names advisable. Transparency and honesty are values of Banc Sabadell and its employees. Be sure to update your digital profile on an ongoing basis to ensure that it always reflects reality.
- ▶ If you identify yourself as a Banc Sabadell employee in the social media, **the position that you adopt must be in keeping with the position that you normally uphold with your clients and co-workers**, and it must be consistent with your post and responsibilities in the company.

Confidentiality and legislation

- ▶ **Respect laws** and rights at all times, paying special attention to those relating to intellectual property and personal data protection.
- ▶ **Do not disclose the confidential information of Banc Sabadell**, and always be sure to request permission to publish contents that you think may be of an internal nature or which have not been made public by means of the regular channels of communication in the company. This includes your duty to use the internal channels designed for the conveyance of questions and proposals. As a general rule, information may be published on the Internet on the Bank's behalf only by persons authorised by the Communications Department. Likewise, opening up new corporate spaces on the Internet always requires this department give its authorisation.
- ▶ **Respect laws** and rights at all times, paying special attention to those relating to intellectual property and personal data protection.
- ▶ **Publishing rumours and/or internal and/or confidential information about the company or related third parties on social networks (customers, suppliers, collaborators) can have a negative impact on the company's image and reputation and may lead to legal action against the issuer.**
- ▶ **Be responsible for the contents that you publish** and bear in mind that what you publish may remain in the public sphere for a long time. Be smart in protecting your own privacy on the Internet.

Value

- ▶ **Always respect your audience** and be sure to set an example with your conduct in the conversations in which you participate, in every situation. Be especially careful with appraisals relating to politics, religion, ethics and similarly sensitive issues.
- ▶ **Be sure that what you publish is true, and avoid positioning yourself as an expert if you are not one.** Be careful when posting Banc Sabadell-related content pertaining to areas outside of those associated with your job at the bank.
- ▶ **Provide value** by intelligently developing and sharing your content. Banc Sabadell may be associated with what you publish; thus, the opinions that you post strengthen the values and personality of the bank.

You may use socialmedia@bancsabadell.com to report any conversations in which you believe these guidelines of use are not being properly applied or any conversations that you feel the bank needs to know about. If you have any questions regarding the guidelines set forth in this document, please seek the support or guidance of your management team.