



Social Media Master Policy

BACKGROUND

The “Social Media Master Policy” defines the controls, rules, and standards that govern employees, spokespeople, and RCU account's presence, communication, and engagement on social media.

The “Social Media Master Policy” aims to define the main controls, rules, and standards necessary for RCU social media in a manner that will:

1. Ensure that requirements and expectations for all forms of social media engagement are clearly defined for all users
2. Ensure the protection of RCU's reputation on social media
3. Ensure that requirements for account creation, decommissioning, and inventory are clearly defined
4. Ensure employees are protected from unauthorized or reactive social media exposure
5. Ensure contractors are compliant with RCU's social media policy

SCOPE

This policy applies to all RCU employees, contractors, subsidiaries, partners, and any of their affiliates authorized to represent or endorse RCU's business.

Related policies:

1. ESG Suppliers Code of Conduct Policy
2. Data Privacy and Protection Policy
3. Intellectual Property Policy

DEFINITIONS

RCU: The Royal Commission for AlUla.



CONTROLS ON CONTENT CREATION

- 1- If the content being developed involves a contribution from a contractor it is the responsibility of the business unit to facilitate communications via email between the contractors and the related RCU Departments, each in line with their specialty of the account's management, for efficient information sharing
- 2- When content has been developed, the business unit will have the opportunity to review and make amendments for technical accuracy and positioning of technical information, provided that final decisions on messaging, nomenclature, structure, and other stylistic features remain with Communications and PR Sector or other related departments, each in line with their specialty of the account's management

CONTROLS TO BE ADOPTED BY THE CONTRACTORS

- 1- The contractor is prohibited from disclosing any confidential information related to RCU on social media
- 2- The contractor must comply with RCU's ESG Suppliers Code of Conduct Policy
- 3- If the contractor requests to publicize RCU projects or services in the media, at events, awards, or as case studies or news items, the business unit working with the third party should be notified. The business unit is responsible for liaising with the related departments and seeking approval of all content for use in the mentioned forums, each in line with the specialty of the account's management.
- 4- The contractor must abide by RCU's confidentiality policy, cybersecurity management policy, and data protection policy and observe laws on copyright, trademarks, plagiarism, and fair use
- 5- The contractor must never publish, engage, comment/reply publicly and privately about RCU-related topics on any social media account without written approval from the related departments within RCU
- 6- The contractor must immediately escalate any issue that could affect RCU's reputation to The Communications and PR Sector or DMMO, each in line with their specialty of accounts management.



7- RCU has the legal right to take appropriate action as per the contractual terms, in the event a contractor fails to comply with the controls as set out in this policy or any amendment thereto without prejudice to the RCU right to claim any damages referring to the competent Saudi Authority

6- Contractors are prohibited from representing RCU to the community

7- When a situation occurs where contractors have to engage with the community, it shall be incumbent on the contractor to disclose that they represent the company they belong to only

8- communication between RCU contractors and service providers with the Communications and PR Sector shall be incumbent on the business owner