

AIA Australia Social media house rules

When you use any social media channel established by AIA Australia Limited ABN 79 004 837 861 AFSL 230043 or any of its related bodies corporate or joint venture partners (“**AIA**”), including Facebook, Twitter, YouTube, LinkedIn or any similar social media platforms (“**AIA Social Media**”), you agree to do so in accordance with these **AIA Australia Social Media House Rules (“Rules”)**.

1 Privacy and Personal Information

- 1.1 Any personal information supplied by you in connection with your use of AIA Social Media may be collected, stored, handled, used and deleted in accordance with the AIA Australia Privacy Policy.
- 1.2 Please review the AIA Australia Privacy Policy at <http://www.aia.com.au/en/privacy-statement/privacy-statement.html> (“**Privacy Policy**”). Please note that AIA may from time to time publish an amended Privacy Policy at this web address. The applicable Privacy Policy will be the most current published version.
- 1.3 By accessing or using AIA Social Media, you accept and agree to comply with these Rules and you agree that personal information supplied by you in connection with your use of AIA Social Media may be collected, stored, handled, used and deleted in accordance with the Privacy Policy.

2 About your posts

- 2.1 AIA values opinion and debate, but everyone deserves respect. AIA has zero tolerance towards abusive or offensive activity. If things get heated or personal we will remove posts. Multiple offenders will be blocked.

- 2.2 Personal information posted to any social media platform, forum or website, including AIA Social Media, becomes public information. Please bear this in mind and exercise caution when posting or contributing information to AIA Social Media. Please share your thoughts and comments with us but never post personal, financial or account details.
- 2.3 AIA will never ask you to provide personal, financial or account details via AIA Social Media. An AIA administrator may request a telephone or email contact from you via a private message function if an AIA customer service representative is required to contact you to resolve a query.
- 2.4 If you have concerns about any person asking for or providing such personal information via AIA Social Media please notify us by email at queries@aiavitality.com.au or by telephone on 1800 VITALITY (1800 848 254).
- 2.5 AIA will endeavour to respond to queries posted on AIA Social Media within 24 hours on business days in Melbourne, Victoria (“**Business Days**”). AIA will endeavour to respond to queries posted on weekends or holidays on the next Business Day.

- 2.6 We may review and remove any content limiting your contribution at any time and for any reason, without giving any notice.
- 2.7 The following standards of behaviour must be followed when using AIA Social Media:
 - 2.7.1 Contributions must be civil and tasteful.
 - 2.7.2 No disruptive, offensive or abusive behaviour: contributions must be constructive and polite and not mean-spirited or contributed with the intention of causing trouble.
 - 2.7.3 No unlawful or objectionable content: material which is or may be construed or interpreted as being threatening, unlawful, discriminatory, degrading, menacing, scandalous, inflammatory, blasphemous, harassing, defamatory, indecent, seditious, offensive, pornographic, abusive, harmful, obscene, profane, sexually oriented, liable to incite racial hatred or otherwise objectionable, material contributed in breach of confidence, or in breach of privacy, is not acceptable.
 - 2.7.4 Be patient: users of all ages and abilities may be viewing or taking part in AIA Social Media.
 - 2.7.5 No criminal offences: conduct which constitutes or encourages conduct that would be considered a criminal offence, give rise to civil liability, or otherwise be contrary to the law of, or infringe the rights of any third party in, Australia or any other country in the world, is prohibited.
 - 2.7.6 No spamming or off-topic material: we don't allow the submission of the same or very similar contributions many times. Please don't re-submit your contribution to more than one discussion, or contribute off-topic material in subject-specific areas.
 - 2.7.7 No financial advice: You must not give financial advice or post or submit any material which could be considered financial advice or engage in any other financial service (for example, by providing a recommendation or a statement of opinion (or a report of either of those things), intended to influence a person(s) in making a decision or an interest about or in a particular financial product or class of financial products, or which could reasonably be regarded as being intended to have such an influence).
 - 2.7.8 No false or misleading information: you must not post or submit any false or misleading information about AIA or any of its affiliated or related entities (including for the avoidance of doubt any partner of the AIA Vitality program) or any other information or material which could contribute to damaging the name, brand and/or reputation of any of these entities.
 - 2.7.9 No advertising or promoting.
 - 2.7.10 Contributions containing languages other than English may be removed.
 - 2.7.11 No impersonation.
 - 2.7.12 No inappropriate (e.g. vulgar, offensive etc) user names.
 - 2.7.13 URLs (web site addresses): it may be possible for you to include links to other websites in a post or message. For the avoidance of doubt, AIA is not responsible for the content of third party web site addresses. Third party websites may have different privacy policies to AIA and users should make themselves familiar with those policies. Third party websites must be suitable for all users and must not contravene these Rules.
 - 2.7.14 You must not post, transmit to or submit via AIA Social Media any material that is technically harmful (including, without limitation, computer viruses, logic bombs, Trojan horses, worms, harmful components, corrupted data or other malicious software or harmful data).

- 2.7.15 Misuse: you must not misuse AIA Social Media (including, without limitation, by hacking and/or accessing or attempting to access the accounts of other users).
- 2.7.16 You must comply with all rules, terms of use and service, applicable policies and similar obligations that apply to the social media platform via which you access or use any AIA Social Media.
- 2.7.17 Licences: you must obtain all necessary licences and/or approvals.

3 Your Social Media Platform Accounts

All social media platform accounts must be established with a valid personal email address that you access regularly so that AIA can contact you.

4 Safety

We strongly recommend that you never reveal any personal information about yourself or anyone else (for example, telephone number, postal address, home address or email address) or any other details that would allow you to be personally identified.

5 Legal requirements

- 5.1 You may not submit or share any defamatory or illegal material of any nature on AIA Social Media, including text, graphics, video, programs or audio.
- 5.2 Contributing material to AIA Social Media with the intention of committing or promoting an illegal act is strictly prohibited.
- 5.3 You will submit to or share with AIA Social Media only contributions which are your own original work. You must not infringe the rights of AIA or any third party including intellectual property rights, privacy, personal or proprietary rights.
- 5.4 If you're under 16:
 - 5.4.1 You must obtain a parent or guardian's permission before taking part in any AIA Social Media.
 - 5.4.2 Never reveal any personal information about yourself or anyone else (for example, school name, telephone number, your full name, home address or email address).

6 If you breach these Rules

- 6.1 If you fail to abide by these Rules when contributing to AIA Social Media, your contribution may be refused, edited or deleted.
- 6.2 You may be contacted to explain why your contribution has been refused, edited or deleted. You may also be given a warning that continuing to breach the Rules may result in action being taken against your account or accounts.
- 6.3 This action may include any content posted by you being checked before being posted or a temporary or permanent suspension of your ability to participate in any or all of the AIA Social Media.
- 6.4 If you submit or share offensive or inappropriate content to or with any AIA Social Media, AIA may use whatever information is available to it about you to stop any further such infringements. This may include informing relevant third parties such as your employer, school or email provider about the infringement(s).
- 6.5 AIA reserves the right to monitor, suspend, restrict or terminate your access to AIA Social Media or to monitor, suspend, remove, destroy, copy or use any content that is posted on AIA Social Media (of any nature and however it may have been inserted or posted) at any time without notice at AIA's discretion. AIA reserves the right to take action against any AIA Social Media account, at any time, for any reason.
- 6.6 AIA reserves the right to amend these Rules at any time. Any such amendments become effective immediately upon publication on AIA's website at <http://resources.aia.com.au/rs/aiaaustralia1/images/AIA-Australia-Social-Media-House-Rules.pdf>.