

## **POLICY OF SOCIAL MEDIA USE**

### **Legal Basis / Regulations for Use of Social Media**

1. Law Number 11 of 2008 concerning Information and Electronic Transactions (UU ITE);
2. Law Number 19 of 2016 concerning Amendments to Law Number 11 of 2008 (UU ITE);
3. Government Regulation Number 71 of 2019 concerning Implementation of Electronic Systems and Transactions (PP PSTE);
4. Regulation of the Minister of Communication and Information Technology Number 5 of 2020 concerning Private Electronic System Operators;
5. Regulation of the Minister of Communication and Information Technology Number 20 of 2016 concerning Protection of Personal Data in Electronic Systems; Law Number 27 of 2022 concerning Personal Data Protection (UU PDP);
6. Circular Letter from the Chief of Police Number SE/2/11/2021 concerning Social Media Awareness.

### **Definition of Social Media**

Social media is a platform or application that facilitates users to create, share content, or engage in online communities and allows users to interact and collaborate in creating and sharing content.

### **Company Personnel**

Company personnel are all levels of management (Board of Commissioners and Board of Directors) and all employees (including contract employees, part-time employees and outsourced employees) of the Company and its subsidiaries.

### **Official Company Social Media Accounts**

The official social media accounts operated by the Company (hereinafter referred to as "Official company accounts") are as follows:

1. Facebook account name: Impack Pratama
2. Facebook fanpage name: PT. Impack Pratama Industri Tbk
3. Instagram username: impack.pratama
4. TikTok username: impack.pratama
5. YouTube account name: PT. IMPACK PRATAMA INDUSTRI Tbk

### **Company Goals and Values**

- Goal: Use social media to build a brand, interact with audiences, and promote products or services.
- Values: All content should embody the company's core values, including integrity, professionalism, innovation, and a commitment to caring

## **Types of Content That May Be Posted**

1. **Product or Service Information:** Product Explanations, features, benefits, tutorials and the latest news about products or services.
2. **Education and Tips:** Articles, videos, or infographics that provides useful information related to the company's industry or business field.
3. **Company News and Updates:** Information about achievements, company events and other important developments.
4. **Interactive Content:** Polls, Q&As, and audience engagement content to increase engagement.
5. **Customer Testimonials:** Positive reviews and customer experiences that can increase trust in a product or service.
6. **Visual Content:** High-quality photos, videos and infographics that are attractive and match the company's visual identity.
7. **Collaborations and Partnerships:** Posts about collaborations with other companies, influencers, or organizations.

## **Prohibited Actions**

1. **Negative or Provocative Content:** Posts that contain hate speech, are discriminatory, could trigger conflict, violate the law or are related to criminal acts, slander a particular person or group, contain pornography, and are violent.
2. **Personal Information:** Personal information of Directors, Board of Commissioners, employees or customers without permission.
3. **Irrelevant Content:** Posts that have nothing to do with the company's business or values.
4. **Unverified Information:** News or claims that cannot be justified or have not been verified.
5. **Political or Religious Content:** Posts that support or oppose certain political or religious views, unless they are part of the company's mission.
6. **Copyright Infringing Content:** Use of images, videos, music, or text without permission or proper attribution

## **Crisis Management**

- **Quick Response:** Address problems or complaints promptly. Avoid allowing the issue to persist.
- **Real Solutions:** Provide real solutions or actions to solve problems faced by customers.
- **Responding to Comments:**
  - a. Don't dismiss criticism; instead, respond with courtesy and professionalism
  - b. The company has the right to hide or delete comments if the message contains hate speech, spam, is political, violates the law, is slanderous and is detrimental to the company, management, employees or certain parties.

## **Security and Privacy**

- **Protect Data:** Avoid sharing sensitive or personal information that could potentially harm individuals or companies.
- **Comply with Laws:** Ensure that all content complies with applicable laws, including data protection and copyright laws.

## **Employee Training and Awareness**

- **Employee Education:** Provide training to employees about policies and techniques in social media as well as the importance of maintaining the company's image.
- **Internal Guidelines:** Provide internal guidance documents that are accessible to all employees.

## **Disclaimer**

- **General Disclaimer**  
Content published on the company's official social media accounts is for general information purposes. Information posted on the company's official accounts and comments from users responsible for its operations in the company do not necessarily represent the company's official announcements or opinions. For the company's official announcement, please see "NEWS" on the company website.
- **User Content Disclaimer**
  1. The company is not responsible for the content published by users on the company's social media pages or profiles. Opinions expressed by users are solely their own and do not necessarily reflect the views of the company.
  2. The Company is unable to address technical questions related to the functionality, usage, system operations, or other technical aspects of social media platform
  3. The company may suspend or terminate the operation of all or part of the company's official account at the company's discretion without prior notice.
  4. The company is not responsible for problems, disputes, damage, etc. that occur to users or third parties because they have used or cannot use the company's official account.
- **Validity and Authority**  
Only authorized representatives are authorized to post content on company social media accounts. Content posted by unauthorized parties does not represent the company and may be removed at company policy.
- **Use of Information**  
Information shared via social media is not intended to be professional or commercial advice. Users should seek appropriate professional advice for their specific needs.

By having these written rules, companies can manage the use of social media more effectively, protect their reputation, and ensure compliance with applicable regulations in Indonesia.

## **Revision and Validity Period of the Social Media Policy**

- If in the future there are changes to the rules and/or provisions in this policy that require improvements, the company can revise this policy without prior notification.
- This policy is effective from the date it is signed.

With this social media usage policy, the Company can ensure that all social media content posted is in accordance with the company's goals and values, as well as building a positive reputation in the eyes of the public.