



OAM Social Media Policy

(Updated 08/03/2022)

This document contains the social media policy regulating the publication and interaction on the social channels of OAM - Organismo Agenti e Mediatori.

1. Purpose

The external social media policy outlines to users the rules of conduct to be kept in the OAM's social media spaces and indicates what content and what kind of relationship should be expected from the Body.

OAM makes use of social networks for institutional and general interest purposes to inform and actively communicate with the public, with a view to transparency and sharing.

The OAM's social channels are not used to provide direct assistance to individual users.

2. Content

Content published includes communications on the activities and services provided by the OAM, press releases, publications and official documents, regulatory news, information on initiatives and events, institutional images and videos.

The possible presence of spaces and advertising messages in the social channels used by OAM are not under the control of the Body, but managed independently by the social network.



3. Reproducing OAM content

OAM's social channels produce their own textual content, photographs, infographics, videos and other multimedia materials that may be freely reproduced, but the source must always be acknowledged.

4. Third Party Content

Taking advantage of the typical opportunities provided by social channels, OAM may occasionally share through its social accounts contents and messages of public interest and utility produced by third parties. In these cases, the OAM only verifies the reliability of the source, but does not certify the content.

Comments and posts by users represent the opinion of individuals and not that of the OAM, which cannot be held responsible for what is published by third parties on its channels.

5. Moderation and *Netiquette*

The OAM's social channels are moderated during office hours. Moderation by the Body within its own spaces takes place after the publication and is aimed solely at containing any behavior contrary to the rules of use.

OAM encourages a polite, relevant and respectful conversation: it asks everyone to respect the opinions of others and to express their ideas with correctness and measure, accompanying - where data or opinions are presented - their statements with links to reliable and verifiable sources. No preventive moderation is provided on the channels: everyone can intervene to express their free opinion, always following the good rules of education and mutual respect and remembering that everyone is responsible for what they publish. However, comments and posts that violate the conditions set out in this document will be promptly removed.

Insults, foul language, threats or attitudes that violate the integrity of people and institutions, the rights of minorities and children, the principles of freedom and equality will not be tolerated. In particular, the following are not acceptable:



- content that promotes, encourages, or perpetuates discrimination on the basis of sex, sexual orientation, race, language, religion, political opinion, beliefs, age, marital status, nationality, or physical or mental disability;
- posts and comments that are offensive or discriminatory towards other users, whether or not they participate in the discussion, bodies, associations, companies or those who manage and moderate social channels;
- sexual content or links to sexual content;
- commercial solicitations;
- conducting or encouraging illegal activities;
- information that may tend to compromise the security of public systems;
- content that violates copyright law;
- comments or posts that contain sensitive data in violation of privacy laws.

Comments and content of the following kinds are also discouraged and subject to moderation:

- comments not relevant to the particular topic posted (off-topic);
- language or content that is offensive, misleading, alarmist, or violates copyright law;
- comments and posts written to disrupt the discussion;
- *spam*;
- repeated posts.

OAM reserves the right to remove, at its sole discretion, any content that is deemed to violate these guidelines or any applicable law. For those who violate these conditions or those contained in the policies of the tools adopted, OAM reserves the right to resort to temporary ban or permanent block to prevent further action and to report the user to the platform managers and, possibly, to the competent authorities.

6. Following and sharing

Users who follow an OAM social channel are not automatically followed. In addition, for the OAM following a social account or putting it on lists of interest does not mean sharing its lines of thought; the same goes for content shares on LinkedIn and any other social network, for pitches and relaunches and messages on any social account posted by users.



In general, direct response to mentions, posts or comments is not guaranteed.

7. Privacy and treatment of personal data

The treatment of the users' personal data complies with the policies in use in the different platforms used. Particular personal data (so-called sensitive data) contained in comments, interventions or public posts on OAM's social media will be removed. Data shared by users through private messages sent directly to channel managers will be treated in compliance with the current rules on personal data protection (General Data Protection Regulation – (EU) 2016/679 and Italian Personal Protection Code - Legislative Decree 196/2003).