

## ECKART-netiquette for social media

### **General notes:**

- Please keep in mind that dialogues in social networks are always in public. For your own protection, please do not post personal data in the various chronicles. Posts containing personal information will be deleted by us as quickly as possible. Deletions will be noted.
- Please do not send us information or orders via your social media profiles, as we are not able to ascertain your identity. For enquiries concerning business orientated content like process or offerings, please contact [info.eckart@altana.com](mailto:info.eckart@altana.com).
- ECKART is not responsible for the content published by users that include direct or indirect references to external websites. ECKART and the users are subject to rights and restrictions of the relative social media channels.
- ECKART reserves its right to publish content on these pages at its own discretion and according to the terms of use of the social media channels and our own social media netiquette. Furthermore, we reserve the right to delete posts that are against these guidelines. If you notice content that is in breach with these rules, please contact [socialmedia.eckart@altana.com](mailto:socialmedia.eckart@altana.com).
- ECKART actively takes care of relating social media pages during the normal opening times. Please understand that we are not able to always react immediately. If you have problems or suggestions, you can also contact us via [socialmedia.eckart@altana.com](mailto:socialmedia.eckart@altana.com).
- If possible, we would ask you to write your posts in English or German. Please understand, that we only can answer your posts in these two languages.

### **Do's or what we wish for:**

- Open, friendly and respectful posts.
- Tolerance and respect, even if there are other opinions than your own.
- Praise, opinions, and constructive criticism.
- Help is always welcome! If you are able to answer someone's questions, we appreciate that.
- Protect your data and your security online. In a public network, data safety is not guaranteed. Therefore, we ask you not to share personal contact or account data or other private information, like login data or passwords.

### **Don'ts or what we do not like:**

- Content endangering the security of other users.
- Offending, abusing, objectionable content or content harmful to young persons.

- Attacking human dignity.
- False claims.
- Violating the privacy and personal space of users.
- Spam.
- Violating copyright or personal right.
- Attacking terms of data safety: If you publish information about your own person or others in social networks, the world is able to see that. Please be careful with your personal data and do not publish it in social media.
- In the event we delete posts that break the rules of your social media netiquette, we ask for your understanding.

### **Further legal notes:**

- Content published by employees and others do not represent the views and opinions of ECKART.
- Posts from ECKART on social media are not offerings, recommendations or transaction orientated. It is not our intention to influence our users or drive them to do something they do not want to.
- Assumptions, suggestions and opinions in posts from ECKART represent the current estimation of the author from the moment publishing. ECKART may change these statements without any announcement.
- Furthermore, particular legal notes and disclaimers and the relating notes in these posts are valid.
- In general, you have to follow the official legal guidelines and terms of use for publishing from the several social media channels.