

SWCC Group Social Media Policy

SWCC Corporation and its group companies (hereinafter referred to as the “SWCC Group”) will adhere to this policy regarding the operation of official social media accounts and the participation of SWCC Group employees on social media.

Definition of Social Media

In this policy, the term “social media” is a general term for media that enables an unspecified number of users to disseminate or exchange information with each other via the Internet. This includes various social networking services (SNS) such as X and Instagram, video-sharing sites, bulletin board sites, and similar platforms. The term “official account” refers to an account officially operated by the SWCC Group as part of its business activities.

Purpose of Use of Social Media

- ① To inform more customers and other stakeholders about the SWCC Group’s products, services, and various initiatives.
- ② To deepen understanding of the roles and strengths the SWCC Group should fulfill, through communication with customers, and use this to enhance the Group’s products and services.
- ③ To increase trust in the SWCC Group and enhance its corporate value by increasing opportunities to disseminate information to society.

Basic Approach to Utilizing Social Media

- ① The SWCC Group will strive to disseminate accurate information that does not cause misunderstanding or discomfort, based on its full understanding of the characteristics of social media, where content is accessible to an unspecified number of users, and where information—once posted—cannot be completely erased.
- ② We will communicate with **social awareness**, maintaining a sense of awareness and responsibility as employees of the SWCC Group, while complying with relevant laws, regulations, and internal company policies.
- ③ If any incorrect information is disseminated or misleading expressions are used, we will promptly issue corrections and apologies.
- ④ We will comply with the terms of service of each social media as established and operated by third parties.
- ⑤ We will respect intellectual property rights, privacy rights, and other rights, and take every precaution to avoid damaging the reputation of third parties.

Establishment of SNS Operational Regulations for All Employees

The SWCC Group has established Social Media Operational Regulations that apply not only to employees who operate official accounts, but to all employees who participate in the use of social media. We require employees to comply with these operational regulations and act as responsible members of society.