



## USER CHARTER FOR BPOST SOCIAL MEDIA PAGES (Facebook / LinkedIn / Twitter / YouTube / SlideShare etc)

This page is yours and we invite you to leave your comments, photos, videos and links. All opinions are welcome, positive and negative, provided they are appropriate and help us to improve our services.

Use of this page is subject to the rules of the administrator of the platform to which it belongs.

You must also comply with all prevailing copyright (unauthorised hyperlinks, copying content) and privacy laws.

Any content found to seriously prejudice our company, workforce, administrators or third parties will be removed immediately (see the examples under "Rules" below). We also reserve the right to take all appropriate steps against the authors of such content, including legal action. Access may also be blocked in some cases.

### RULES

Generally speaking, the following rules of conduct apply to all content (this list is not exhaustive):

1. You are expected to show respect for other users, which also means not adopting an overly aggressive, vulgar or offensive tone or making rude, obscene, abusive or insulting remarks.

2. All published content must be in compliance with the prevailing rules, accepted standards of behaviour and public order. The following content will be removed:

- Content breaching the intellectual property rights of a third party (including unauthorised use of word marks, logos, slogans protected by copyright and, more generally, unauthorised reproduction of copyrighted works, rights to computer programs or databases). When publishing such content, you must ensure you have the appropriate rights.
- Content advertising products, services, political parties or operators marketing products or services and encouraging other users to take part in lotteries, raffles, competitions or other contests.



- Texts or images, including photos, breaching the privacy rights of third parties. Note that any unauthorised publication of the private details of a third party always breaches the privacy rights of that third party.
- Content published for political or contentious purposes.
- Text of a discriminatory nature, on racial or ethnic grounds, a call to violence or an attack on honour.
- Libellous or defamatory texts.
- Content of a pornographic or paedophilic nature.
- Sales proposals entailing an abuse of trust or publicising prostitution or escort services.

3. Content posted under a false identity or a pseudonym will also be removed where this can be proven.

## **WITHDRAWAL OF ACCESS**

bpost is permitted to withdraw the user's access to the page with immediate effect in the event of serious or repeated breach of the above rules.



## PERSONAL LIABILITY

bpost does not accept any liability for content posted by users, who are exclusively liable for the content they post.

If bpost's liability is invoked with regard to content posted by a user, bpost will take legal action against the user to recover compensation for all damage it may suffer as a consequence. More generally, bpost will claim full compensation from users who harm it in any way, including in the event of damage to its image, reputation or brand.

The user responsible for any instance of hacking or attempted hacking as well as any act that could disrupt the functioning of the bpost page will also be held liable.

## PROCEDURE IN THE EVENT OF BREACHES OF INTELLECTUAL PROPERTY RIGHTS

If you notice any breaches of intellectual property rights to brands, databases, computer programs, labels and certificates, know-how or other on this page, please contact [socialmedia@bpost.be](mailto:socialmedia@bpost.be) immediately.