

SOCIAL MEDIA POLICY

2024-25



For Bank's Customer, General Public & Stake Holders

Publicity and Public Relations Section,
Marketing, Public Relations and Third Party
Products Wing,
Head Office, Bangalore



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Dear Bank's Customers, Stakeholders & General Public,

Canara Bank appreciates your interest shown in our page / channel in various social media platforms.

The presence in these platforms is designed to inform you about ongoing developments and events about Canara Bank, its products and services and also understand your opinion on our products and services. We are keen to hear from you and appreciate your participation.

We shall appreciate respecting and maintaining the decorum of social media and take into consideration the below detailed guidelines while communicating with us on social media.

1. INTRODUCTION

Social Media are internet enabled platforms that allow people to create, share or exchange information, career interests, ideas, likes and dislikes, experiences, pictures/videos in virtual communities and networks. Social media is the most active part of the World Wide Web. User across various age groups can be found interacting with each other, sharing and viewing content over social media. There are thousands of social channels, networks and media tools and the list is growing. Currently the most popular networks are Facebook, Twitter, YouTube, Instagram and Canara Bank has its social media presence on Twitter, Facebook, Instagram, YouTube, LinkedIn, Threads and Pinterest.

2. PURPOSE OF THIS POLICY

The purpose of having a Social Media policy for Bank's Customers, Stakeholders & General Public in place is to:

- Provide guidance while putting a comment, post, idea and concern on social media.



- Do's and Don'ts on Social Media for Bank's Customers, Stakeholders & General Public.
- Regulations, Legal and compliance involved in implementing Social media.

3. POLICY GUIDELINES

We request you to keep a few important guidelines in mind as during the interaction on our official social media platforms

1. All content posted on these platforms are meant to be indicative and informative in nature. These do not imply any contractual obligation on part of CANARA BANK. For the most authentic information, please visit www.canarabank.com / Call Toll free no 1800 1030 or opt for the option of web chat in website.
2. Any data and information that you post on these social media platforms may reside on servers that the Bank does not own or control. Often times, the data posted here is available to any and all members of the public as per the social media platforms' policies. Even upon deletion, the data may be archived by the social media platform as per their policies.
3. You are strongly requested not to provide any confidential, sensitive or personal data such as account details, PIN, debit/credit card number, Passwords, account numbers, phone numbers etc. on these social platforms. CANARA BANK may remove such posts from our Social Media platforms, wherever noticed without any intimation. CANARA BANK does not undertake any liability for any financial and/or other losses, identity/information theft or any such issue faced by users on account of posting their sensitive/ personal information and/or our not deleting such posts.
4. As with any content posted or uploaded over the Internet, security cannot be assured as these may be vulnerable to possible interception, manipulation, alteration or loss.
5. If you are an esteemed CANARA BANK Customer, kindly note that on these social platforms, we cannot take up specific customer queries or complaints due to reasons of confidentiality and privacy of your account(s) for the reasons mentioned above. Should you need customer service, please visit CANARA BANK Contact us Page or other secure channels designated by the Bank from time to time. Resolution of such matters require customer sensitive details which should not be posted on any



social media platforms due to the risk of information/identity theft which may result in financial and other losses to customers.

6. Social Media platforms such as Facebook, Twitter etc. are owned by third parties. CANARA BANK is not responsible for these platforms' data, privacy or security policies or business policies. These social media platforms may from time to time publish advertisements on CANARA BANK's presence on them. CANARA BANK is neither responsible for nor endorses any such advertisements or the content, products, advice, opinions, recommendation or other material of third party sites on such social media platforms.
7. CANARA BANK does not make any representations or warranties regarding the accuracy, functionality or performance of third party software that may be used in connection with the social media platforms.
8. No information or opinion provided by us or through a third party on the page is intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any investment, or a solicitation for any product or service. Please contact your investment or tax advisor should you have any such need or questions.
9. Any content that you post on these social platforms may be used by us or the social media platform without any legal or financial compensation or permission for such usage. We reserve the right to use, edit, alter, publish or distribute the content that you have posted on our Social Media channel in any manner without any legal or monetary obligation.
10. All information posted by us including but not restricted to brand names, features, colour schemes etc may be safeguarded by trademarks, copyright and other legal measures available to us. Hence, please do not copy, amend or in any other manner use the content posted by us without prior written permission.
11. Sharing the content posted on our social media channels in its Original Format is permitted. However, no one has the right to use for monetary purposes, change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or content uploaded on our social media channels, or link any our other social media channels or other website to this page, without our prior written permission except as specifically enabled by the functionality of the social media channel.



12. Please refrain from use of abusive, defamatory, offensive, unparliamentarily, threatening, harassing, improper language and offensive terms that target specific individuals or groups while communicating with us / others on our page. Also, please be on the topic of discussion while commenting or posting any content.
13. Bank reserves the right to remove without prior intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, spam or violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on our page or any matter that the Bank deems as inappropriate in any way. Individuals/entities making such posts may be blocked, without intimation, from making further posts on our social media platforms. This is at the entire discretion of the Bank.
14. Bank may at its discretion, delete pages/comments and/or block the individuals posting comments that are off-topic, that promote non CANARA BANK services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition, entities purporting to be the Bank
15. Bank does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards.
16. By using the respective social media platforms like Facebook, Twitter etc, you must also conform to the respective platforms' Terms and Conditions and its prevailing Privacy Policy as well any regulatory norms that have to be adhered to. These Terms and policies are subject to change without notice. CANARA BANK is not responsible in any way to keep users updated about such changes.
17. Hacking on social media platform: Whoever with the intent to cause or knowing that she/he is likely to cause wrongful loss or damage to the brands image to destroys or deletes or alters any information residing on the social media platform or diminishes its value or utility or affects it injuriously by any means, commits hack: Whoever commits hacking shall be governed and controlled by Information Technology Act 2008, its subsequent amendments as well as any other statute prescribed by the concerned Authorities.
18. Under no circumstances we shall or any of our affiliates or representatives, be liable to you for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or errors of content, personal injury or property damage, of any nature whatsoever, emanating from your use to and access of our social media platforms or entities purporting to represent the Bank. You specifically acknowledge



that CANARA BANK shall not take any liability for content or the offensive, defamatory, or illegal conduct of any third party and that the risk of damage or harm arising from the preceding entirely rests with you. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.

19. To the extent permitted by law applicable, you agree to indemnify, defend and hold harmless CANARA BANK, its affiliates, officers, directors, employees, and agents, arising from and against any and all damages, claims, obligations, liabilities, losses, costs or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from: (i) your use of and access of our social media platforms; (ii) your violation of any of these Guidelines; (iii) your violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or (iv) all or any claim that content posted by you causing damage to a third party.
20. CANARA BANK reserves its right to initiate appropriate legal proceedings in the event of any breach/violation of these Guidelines / other terms and conditions as may be specified by CANARA BANK from time to time, with or without prior notice, including but not limited to blocking access to our page without prior notice.
21. All these Guidelines shall be governed and controlled by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of capable jurisdiction located in Bangalore.

"CANARA BANK" and our logos are trademark and property of CANARA BANK. Wrong use of any intellectual property, or any other content displayed herein is stringently prohibited.

22. Communications made via the Bank's Social Media channel will no way constitute a legal or official notice to the Bank or any official or employee of Bank for any purpose.

4. MONITORING AND REVIEW OF POLICY:

1. Bank shall review this policy annually, to ensure that it meets legal requirements and reflects best practices.
2. In case of sudden changes in the social media or Banking Industry, Bank shall bring in the desired changes in the policy, on urgent basis.