

Greater Eastern Credit Union

Social Media Public Use Guidelines & Disclaimer Notice

Adopted: January 2015

The intention of Greater Eastern Credit Union's Social Media presence is to engage our members and the community for the purpose of financial education and to provide information about credit union products, services, events and promotions.

We invite you to share experiences and contribute to conversations. We ask you to treat each other, and our employees, with respect. While we encourage member (and non-member) participation, we cannot respond to every comment. Our failure to respond to, or act on a comment, should not be seen as acceptance nor an endorsement of that comment. Greater Eastern Credit Union (Greater Eastern) is not responsible or liable, directly or indirectly, for content posted by third parties. If you see inappropriate content, please report it to: memberservice@greatereastern.org.

Greater Eastern Credit Union respects the confidentiality of each of our member's unique financial situation and their personal financial information. Because responding to account-specific posts would infringe upon such rights, Greater Eastern may remove any posts and/or request for the individual to contact us directly to discuss their individual situation.

Greater Eastern Credit Union encourages participation in discussions and would like to keep commentary friendly for all ages. While this is an open forum, we intend to maintain a family-friendly atmosphere. Please use appropriate language at all times when posting and/or commenting.

By submitting any content, you grant Greater Eastern Credit Union the right to use this content in any and all Greater Eastern Web sites, including social media channels, print and other media, without payment or any other considerations.

Use Limitations – To ensure exchanges are productive, informative, respectful of diverse viewpoints and lawful, we will review all comments and we reserve the right to remove any posts or comments that are, or include but are not limited to:

- **Off Topic** – Greater Eastern will delete comments not related to the subject of the conversation. If you have an idea for a subject, would like to provide feedback, or would like a Greater Eastern employee to follow up with you, email us at memberservice@greatereastern.org.
- **Spam** – Comments focused on selling a product or service, or comments posted for a purpose of driving traffic to a particular Web site for personal, political, or monetary gain will be excluded.
- **Personal Attacks** – If you disagree with the content, we ask that you refrain from personal attacks or being disrespectful. Malicious intent and/or participation not in the spirit of civil conversation will be deleted.
- **Illegal** – Posts must not violate laws that govern use of copyrights, trade secrets, etc.
- **Offensive Language** – Comments including, but not limited to, profane or provocative language will be deleted. Comments that contain threatening, hateful, offensive, derogatory, obscene or sexually explicit language will not be tolerated.

- **Private or Confidential Information** – For your protection, please refrain from posting any personal identifying information such as your account number, PIN, etc. Do not provide any of your specific account details or other personal information when posting comments. If you have a question about a specific account(s) or products with Greater Eastern, we ask you to not post any personal account information. Contact us at (423) 283-4300 or visit a convenient branch location.
- **Posts in HTML Format or URLs** – These formats will not be accepted. Please use only plain text when submitting your comments.
- **Posts from Individuals under the Age of 13** – These posts **will not be accepted**.
- **Posts Containing Photos** – These posts will not be accepted unless specifically requested by an authorized representative of Greater Eastern Credit Union for a contest or other business related purpose. In these instances, pictures will be reviewed and posted only when appropriate.

Comments are reviewed and monitored, but not controlled by Greater Eastern Credit Union. We reserve the right to remove or to deny posting, at our sole discretion, of any material that violates our guidelines or is otherwise not in keeping with the tone or intent of our social media policy. Additionally, we reserve the right to, where possible, block any user from participating in our social media sites, without notice, for violating these guidelines.

Endorsements – Greater Eastern does not endorse any comments made by its employees, unless they are an authorized representative of the credit union. Greater Eastern does not validate assertions, opinions or statements in the comments. All statements and viewpoints expressed in the comments are strictly those of the commenter alone, and do not constitute an official position of Greater Eastern, unless they are posted by the original author (who is an authorized representative of the credit union) or by a subject matter expert responding on behalf of that authorized representative.

Privacy – Your use of Greater Eastern Credit Union’s social media site constitutes your consent to use the information obtained through your site visits and postings. With respect to content collected through our sites, Greater Eastern follows the applicable privacy policies of the third-party hosts of our sites. Please note that when visiting any Greater Eastern site, you are subject to the terms and conditions of our privacy notices, as well as the terms of service and privacy policies of third-party hosts (such as Facebook), when applicable.

Greater Eastern Credit Union Employees – If you are a Greater Eastern Credit Union employee, you **MUST** disclose your employment status when you submit a comment or questions; do not misrepresent yourself. This helps to maintain the integrity of our community by disclosing your employment relationship. Whether you are at home or in the office, working for Greater Eastern is a material fact that may influence content, and community members have a right to know you work for Greater Eastern. When commenting on the credit union, unless you are authorized to speak on behalf of Greater Eastern, you must state that the views expressed are your own. If we feel the nature of your comment is confidential, shares information not generally available, or recommends an action that could adversely affect our members, we reserve the right to not post your comment.

Greater Eastern Credit Union reserves the right to change these guidelines at any time at our sole discretion.