

SOCIAL MEDIA POLICY

Unicrew Management champions a non-coercive Social Media Policy meant to provide broad guidelines for online activity by company personnel and establish a clear framework for responsible and effective use of social media platforms by employees and associates. This policy applies to all crew, employees, contractors, affiliates, and third-party representatives who engage in social media activities in a manner that may affect the company's interests.

Guidelines for Engagement:

Crew and employees are free to maintain personal social media accounts but they should make a clear distinction between personal and professional content. When discussing company matters, it is advised to use official company accounts or obtain explicit permission to post on behalf of the company. In particular, crew and employees are advised to observe the following etiquette while engaging on social media:

- i. Transparency, honesty, and respect in all social media transactions. Employees should clearly indicate their affiliation with the company when discussing business or policy matters;
- ii. Respect for colleagues, customers, partners, and competitors. Please avoid offensive, discriminatory, or defamatory language;
- iii. Confidential and proprietary information, including financial data, trade secrets, and customer details, must never be shared publicly. Employees should refrain from disclosing sensitive information that could compromise the company's position;
- iv. Employees are expected to respect copyright and intellectual property rights when sharing content.

Proper attribution and adherence to fair use guidelines are obligatory;

- v. In the event of a social media crisis or potential reputational threat, employees should promptly notify the designated company representative.

Compliance and Review:

- a. Given the exponential growth in social media outlets, this policy will be updated regularly to ensure its relevance and effectiveness. Employee feedback and changing industry trends will be considered while updating;
- b. Unicrew reserves the right to monitor social media activities related to its name, brands, or services. Non-compliance with this policy may result in disciplinary action.

This policy and its individual parts will apply in parallel with other policies and regulations in this domain, including those of the shipowner, charterer, flag state and port state authorities, as well as industry best practices.

Jason M. Firth,
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