

Rajasthan Marudhara Gramin Bank

Department of Planning & Development and Risk Management
Head Office, Jodhpur

SOCIAL MEDIA POLICY FOR BANK'S CUSTOMERS, STAKEHOLDERS & GENERAL PUBLIC



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Rajasthan Marudhara Gramin Bank

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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, X, YouTube, Instagram, WhatsApp, LinkedIn and Pinterest and Rajasthan Marudhara Gramin Bank has its presence on X, Facebook, Instagram and YouTube.

2. Purpose

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

- Provide guidance while making 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 for Bank's Customers, Stakeholders & General Public:

3.1 Content:

1. The Bank reserves the right to change information, material and content provided or these Guidelines from time to time.
2. 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 RAJASTHAN MARUDHARA GRAMIN BANK. For the most authentic information, please visit www.rmgb.in or Call 0291-2593100.
3. 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, the data posted here is available to any and all members of the public domain as per the social media platform's policies. Even upon deletion, the data may be archived by the social media platform as per their policies.
4. No information or opinion provided by us or through a third party on the social media 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.
5. 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.

6. 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.
7. Please refrain from the use of abusive, defamatory, offensive, unparliamentary, unpleasant, 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.
8. Bank reserves the right to remove, 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.
9. Bank may at its discretion, delete pages/comments and/or block the individuals posting comments that are off topic, that promote non-Rajasthan Marudhara Gramin 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.
10. 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.
11. 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.
12. Bank does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to the standards.

3.2 Privacy

1. The content of all comments is immediately released into the public domain, so do not submit anything you do not wish to be broadcast to the general public.
2. Please do not post personal, account sensitive information viz. debit/credit card number, OTP, PIN, Passwords, account numbers, phone numbers etc. However Bank will endeavor to remove such information from our Social Media Channels wherever noticed without any intimation. The Bank doesn't 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.
3. 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.

4. With the use of our Facebook, Instagram, X, YouTube and other social media content, you also conform to the respective platform's 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. The Bank is not responsible in any way to keep users updated about such changes.

3.3 Third Party Information

1. We are not responsible for the content, privacy or security policies of any external websites or links.
2. Any third party views and opinions in the comments or posts are solely and exclusively of the user/such third party. Please understand that we do not take any responsibility for such views, nor do we endorse their views. This is inclusive of the text, images, documents, audio and videos added, posted or linked by the users/such third Parties.
3. We do not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/or via our social media properties and/or decisions taken by anyone on the basis of messages from Third Parties. We do not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by social media website users.
4. The 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. No guarantee is given from us regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.
5. We do not endorse the advertisements, and any content or links provided by social media websites on our respective social media channels and we are not responsible for the same. Whilst using this page, you may be provided links to the website (<https://www.rmgb.in/>) or related pages or any other related websites including those of our group companies, alliance partners, merchants etc. for further information on the products, offers. Your use of our website and/or such third party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by us exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.



3.4 Queries, Suggestions, Feedback & Complaints

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1. We suggest to use the services of our Contact Centre at 0291-2593100 for quicker resolution of queries about the Bank's products and features.
2. Suggestions, Feedback and Queries about individual accounts or for customer service requests should be directed through secure channels such as <https://www.rmgb.in/complaintBox.php> or other secure channels designated by the Bank from time to time which are present on the Bank's website i.e. <https://www.rmgb.in/>. 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.

3.5 Regulations, Legal and compliance:

1. Communications made via the Facebook fan page will in no way constitute a legal or official notice or comment to the Bank or any official or employee of Bank for any purpose.
2. We reserve the right to use, edit, alter, publish or distribute the content that you have posted on our social media channels in any manner without any legal or monetary obligation.
3. Please note that RMGB reserves its rights to initiate appropriate legal proceedings in the event of any breach/violation of these Guidelines / other terms and conditions as may be specified by RMGB from time to time, including but not limited to blocking access to our page without any further notice.
4. 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 page. You specifically acknowledge that RMGB 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.
5. To the extent allowed by law, you agree to indemnify, defend and hold RMGB and its affiliates, officers, directors, employees, and agents harmless from any 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 page; (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 caused damage to a third party. The indemnification obligation contained herein shall survive these Guidelines and your use of our social media channels.



3.6 Applicability of Law:

1. 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 Jodhpur (Rajasthan). "Rajasthan Marudhara Gramin Bank" and our logos are trademark and property of Rajasthan Marudhara Gramin Bank. Wrong use of any intellectual property, or any other content displayed herein is stringently prohibited.

3.7 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.

