



urbanbank^{co-operative}
Ltd.No.1758, Perinthalmanna

Social Media Policy for Bank's Customers & General Public

December 2023



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Dear Bank's Customers & General Public,

The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna thanks you for the interest shown in Bank's presence on various social media platforms.

Our presence in social media platforms is designed to inform viewers about ongoing developments and events of The Urban Co-operative Bank Ltd No. 1758 Perinthalmanna, its products and services and also to understand your views on Bank's products and services. The Bank is keen to engage with its customers and general public.

The Bank expects to maintain the communication framework for social media and takes into consideration the below detailed guidelines while communication.

1.0 Introduction

Social Media is often thought of in terms of a handful of well-known social media sites, such as Facebook, Twitter, YouTube, Instagram and LinkedIn and so forth, but it is actually much more than these few sites. Social media in some ways encompasses the internet technologies that enable consumers to easily share content online, including but not limited to, social networks, blogs, videos, photos, wikis, online reviews, online check-ins and more. There are thousands of social channels, networks and media tools and the list is growing. Some of them allow the Bank to monitor content in a structured manner (e.g. Facebook, Twitter etc.); some do not allow monitoring (e.g. WhatsApp).

The Bank neither undertakes to be monitoring all these social media platforms at all times nor is obligated to respond to posts made on these regarding the Bank. However, the bank has put in place an online response management process to provide suitable response to comments of the users.

Currently, the most popular networks are Facebook, Twitter, YouTube, Instagram and LinkedIn and The Urban Co-operative Bank Ltd No. 1758 Perinthalmanna has presence on all their mediums. To ensure that you are referring to an authentic social handle of the Bank, please visit (<https://www.ucbperinthalmanna.com>) and click on the appropriate social platform icon in 'Connect with Us'.



2.0 Purpose:

The purpose of having a Social Media policy for Bank's Customers and 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 & General Public
- Regulations, Legal and compliance involved in implementing social media.

3.0 Policy for Bank's Customers & General Public:

3.1 Content:

1. The Bank has the right to change information, material and content provided or these Guidelines from time to time without prior intimation.
2. The opinion or information provided by the Bank or through a third party on the social media channels are not intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any sort of investment, or any product or service's solicitation.
3. Sharing the content posted on the Bank's 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 the Banks social media channels, or link any of the Bank's othersocial media channels or other website to this page, without the Bank's prior written permission except as specifically enabled by the functionality of the social media channel.
4. 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 Bank / others on Bank's page.
5. Bank reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, spam or violate any



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intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on Bank's 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 Bank social media platforms. This is at the entire discretion of the Bank.

6. Bank will delete comments that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
7. Bank does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to the stipulate guidelines of the Bank.

3.2 Privacy

1. The content of all comments should be assumed to be in the public domain. So, users should refrain from posting anything which they do not wish to broadcast to the general public. Posts made on social media platforms are stored / archived on the respective socialplatforms' servers which are not in the Bank's purview.
2. In the interest of your accounts' security, please do not post personal, account sensitive information viz. debit/credit card number, PIN, Passwords, account numbers, phone numbers etc. Bank will endeavor to remove such information from Bank's Social Media Channels wherever noticed without any intimation. 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.
3. With the use of Facebook, Twitter, YouTube and other social media content, it is presumed that users are conforming to the respective platform's Terms and Conditions and its prevailing Privacy Policy as well as any prevailing regulatory norms that have to be adhered to.

3.3 Third Party Information

1. Bank is not responsible for the content, privacy or security policies of any external websites or links.



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2. Any third-party views and opinions in the comments or posts are solely and exclusively of the user/such third party. Bank does not take any responsibility for such views, nor do Bank 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. Bank does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/or via Bank's social media properties and/or decisions taken by anyone on the basis of messages from Third Parties. Bank does 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. Bank does not take any responsibilities or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilized in connection with the page. No guarantee is given from Bank 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. Bank does not endorse the advertisements and any content or links provided by social media websites on Bank's respective social media channels and Bank is not responsible for the same. Whilst using this page, users may be provided links to the website (<https://www.ucbperinthalmanna.com>) or related pages or any other related websites including those of Bank's group companies, alliance partners, merchants etc. for further information on the products, offers. The use of Bank 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 the Bank 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

1. The Bank is not obliged to respond or resolve service requests posted on any Social Media platform. The Bank does not undertake to be monitoring any other websites where customers may be lodging their service requests.
2. Bank suggests usage of Bank's Contact Centre at 04933 226973 or 04933 226076 for quicker resolution of queries about the Bank's



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products and features.

3. Suggestions, Feedback and Queries about individual accounts or for customer service requests should be directed through secure channels such as ([https://www.ucbperinthalmanna.com\)/contact/](https://www.ucbperinthalmanna.com)/contact/) or phone number 04933 226976/ 04933 226973 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. Please visit (<https://www.ucbperinthalmanna.com>) for an updated list of modes of contacting the Bank.
4. The Bank is not liable for any losses or risk resulting from any individual posting sensitive details on non-secure platforms such as social media channels.

3.5 Regulations, Legal and compliance:

1. Communications made via the Bank's social media channels 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. Bank reserves the right to use, edit, alter, publish or distribute the content that users have posted on its social media channels in any manner without any legal or monetary obligation.
3. Please note that The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna 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 The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna from time to time, including but not limited to blocking access to Bank's page without any further notice.
4. Under no circumstances Bank shall or any of its affiliates or representatives, be liable 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 use and access of Bank's page.



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

5. To the extent permitted by law applicable, the users agree to indemnify, defend and hold harmless The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna, 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) use of and access of Bank's page; (ii) your violation of any of these Guidelines; (iii) 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 Bank's social media channels.

3.6 Applicability of Law:

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 Perinthalmanna. "The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna" and its logos are trademark and property of The Urban Co-operative Bank Ltd. No 1758 Perinthalmanna. 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 biannually (once in two years), to ensure that it meets legal requirements and reflects best practices.
2. The Policy shall be in force till 01.01.2025 or the renewal of the policy, whichever is later.
3. 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 without any prior notice.
4. Chapter on Compliance – No regulatory guidelines pertaining to the policy has been issued at the time of review/renewal of this policy.