

HAWESKO

HOLDING SE

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Social Media Guideline

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1. Introduction

Today, social networks are a natural part of everyday life. Communicating with friends, sharing holiday photos or making new professional contacts - all this takes place on social networks. 24 hours a day and around the world.

Hawesko Holding and its affiliated companies or our customers and suppliers also use social networks on a daily basis to communicate easily with customers, business partners and interested parties.

All over the world people are exchanging ideas about wine, wine enjoyment, the wine trade and other topics that concern the Hawesko Group. That's why it can happen that you come across professional contacts on the net, are approached about your profession, your employer, your customers or colleagues, even if you only used Twitter, Xing, Instagram & Co. privately.

As there are still uncertainties in dealing with social networks, we have compiled this compass with tips and hints for you. We will continue to develop it together with you. So let us know if there is anything we have forgotten or can do better.

2. Tips for social networkers

2.1 Our values

In the Hawesko Group, observance of values such as respect, openness, honesty, fairness and tolerance is one of the benchmarks of our actions. This is also laid down in the conduct guidelines for employees. We consider these values to be important and expressly encourage respect for them even outside the official context.

2.2 Be open and transparent

When you are on the social networks, there is little that remains permanently hidden. It is therefore best to be open about the fact that you work for a company of the Hawesko Group from the outset.

Should you be asked about or comment on topics concerning the Hawesko Group, its customers, partners or competitors, please be just as open and please point out that you are posting as a private person and are representing your own opinion.

A corresponding note could look like this, for example: I work for XY, a company of the Hawesko Group, but represent my own opinion here.

2.3 Post thoughtfully

Information can often still be found on the internet after a long time - even if the original page has long been deleted. We therefore recommend that you think carefully about what you disclose and what you do not disclose. This way you protect your privacy and that of your family and friends.

The exchange of different opinions can quickly escalate on the net. The most sensible thing to do is to keep a cool head and not let yourself be provoked, because trolls should not be fed. In the case of topics from the professional environment, it can also happen that someone you are angry with today will be a customer or partner of ours tomorrow.

2.4 Confidentiality

What is internal should remain internal. The Hawesko Group's specifications on data protection and the protection of company and business secrets must be observed.

If you are unsure whether you are allowed to publish a certain piece of information, ask your superior. If in doubt, it is usually wiser not to publish.

2.5 Law and Justice

Comply with applicable law. Do not post defamatory, offensive or otherwise unlawful content.

Time and again, conflicts arise on the Internet due to violations of copyright or the right to one's own image. Avoid these conflicts by observing the relevant regulations, listing references if necessary or refraining from publication.

3. Talk to us

We in the Hawesko Group are interested in what image of our company is conveyed on social networks. If you come across content on the net about the Hawesko Group, its companies, brands or partners that you consider important, please let us know informally at socialmedia@hawesko-holding.com.

4. Questions? Questions!

If you are unsure about social media, have any questions or suggestions, please do not hesitate to contact us at socialmedia@hawesko-holding.com.