



## Online Communications

If you participate in online conversations about your McDonald's restaurant, C & R Management Company, its employees, guests or products or the McDonald's brand, it is important that you do it in a way that is safe, appropriate, and legal. The intent of this Policy is not to restrict the flow of useful and appropriate information, but to minimize the risk to you, your coworkers and to the business and the McDonald's brand.

- Read the policies in this handbook and the policies displayed in your restaurant and ensure your online communications and texts are consistent with these policies.
  - Posts that include discriminatory remarks, harassment (e.g., sexual harassment), and threats of violence or similar inappropriate or unlawful conduct are prohibited.
  - Employees must exercise caution and sound judgment if interacting on social media sites.
- Think about what you will say and about disclosing your personal details. You post material at your own risk, and you are personally responsible for the content of your communications.
- Respect your coworkers' and guests' privacy. You should not share on any social media site private information that may create a cybercrime risk. Cybercrime risks include online identity theft, financial fraud, and stalking. Examples of this type of information include, dates of birth, social security numbers, passwords, and bank account numbers.
- Use a Disclaimer - Employees should make clear that the views they are expressing are theirs alone and do not reflect the views of the Company when engaging in social media activity that implies or otherwise gives the appearance that such activity is on the Company's behalf, except when expressly authorized by the Company. If employees' social media activity implies or gives the appearance that it is authorized by the Company, employees should specifically state: "The content I have contributed to this site is my own and does not necessarily represent the views or opinions of my employer."
- Avoid posts that reasonably could be viewed as malicious, obscene, threatening or intimidating (such as posts that include discriminatory remarks or content, sexual harassment and threats of violence or similar inappropriate or unlawful conduct).
- Comply with all copyright, trademark, trade secret, right of publicity and other intellectual property laws in your online communications. If you use McDonald's trademarks or logos in online conversations, do not use them in a way that suggests that either C & R Management Company or McDonald's sponsors, endorses, or is otherwise affiliated with your statements. Only McDonald's official spokespersons are authorized to speak on behalf of the Company.
- Do not disclose or post McDonald's or C & R Management Company's trade secrets or other confidential information. This may include, for example, our methods or processes, sales figures, guest counts, business plans, how food or marketing promotions are doing, and any other similar internal business-related confidential information or communications.



- We encourage you to participate in any social media platform sponsored by McDonald's or C & R Management Company. Make it clear that you are a McDonald's franchisee employee and that your views and opinions are yours and not those of McDonald's or C & R Management Company when you endorse one of our products in any online communications or blog discussing McDonald's or one of its owner/operators.
- Because we want to provide 100% guest satisfaction, during working time do not use your cell phone to talk, text, or engage in personal online communications or otherwise. Working time does not include breaks, meal periods, or other time when an employee has been relieved from duty. **Keep the line open.** Ask your manager before using the restaurant telephone to make personal phone calls. Only management team members may answer the restaurant telephones.

If you violate this policy, it may result in disciplinary action, up to, and including, termination. If you have questions regarding this policy, contact your manager or the Human Resources department at (801) 280-9299.