



Social media policy – 1 September 2016

1. Applicability

This social media policy applies to all employees of the Danish Technological Institute and its subsidiaries as well as others who have permission to use an email address of the Danish Technological Institute and its subsidiaries, including external consultants, trainees, temporary workers and other affiliates.

2. Social media during working hours

Social media posts are subject to the general rules of employment. Therefore, use of social media in a work context must be compliant with the Danish Technological Institute's current employment conditions, policies and guidelines as well as Danish legislation, including the Marketing Act, the Penal Code, the Personal Data Act and the Copyright Act.

Social media are part of the available communication platforms we have in relation to development and networking. We, therefore, use these media to the extent that they are beneficial to the work of the Danish Technological Institute. See also our IT security policy.

The Danish Technological Institute has chosen to encourage its employees to use, for example, LinkedIn to communicate with customers and partners as and when appropriate. It is also one of the social media platforms we use actively when recruiting.

3. Duty of loyalty

As an employee you have duty of loyalty to the Danish Technological Institute once you have been employed. This also means that you act as both a representative and an ambassador for the Institute when you use social media both inside and outside of working hours. Duty of loyalty includes all Technological Institute customers and partners, whom can be *connected* with directly or indirectly via social media.

As a Danish Technological Institute employee, you affect its reputation. Consequently, you are subject to 'decorum': appropriate behaviour is required in relation to your position. This requirement also applies to your behaviour outside of working hours and includes discussing the Institute in accordance with the Institute's goal and desire of being seen positively and professionally, by using sober and non-offensive language. It must also be clear as to when you are speaking as an individual and not on behalf of the Institute.

4. Confidential information and customer relations

If you create networking groups and such related to the Danish Technological Institute, it is expected that you hand over these groups to a colleague at the Institute upon termination of employment at the Institute. There is to be no disclosure of business secrets, confidential information and documents in such networks and on any other social media platforms.

5. The Institute's use of employee information

The Institute may use and refer to work-related information such as employee name, work, image, publicly available profiles/CV, direct office telephone number or work e-mail on the internet, including social media. Permission for this is obtained upon signature of the employment contract. Such information is a natural part of workplace information, and can, therefore, be made public as long as an employment relationship exists.