



Social media policy

1. Scope of application

The social media policy applies to all employees at Danish Technological Institute and subsidiaries as well as other persons who are affiliated with Danish Technological Institute and subsidiaries with a contract, including external consultants, interns, temporary workers, etc.

2. Social media during working hours

Use of social media in a work-related context is subject to compliance with Danish Technological Institute's terms of employment, policies and guidelines in force at any given time as well as the laws and regulations in force at any given time, including the Danish Marketing Practices Act, the Danish Criminal Code, the Danish Data Protection Act and the Danish Copyright Act.

Social media, including Facebook, Instagram and LinkedIn, are part of the communication platforms we have at our disposal to develop and create networks. Therefore, we utilise these to the extent that it benefits the work at Danish Technological Institute. Please also refer to our IT security policy for users.

At Danish Technological Institute, we have chosen to encourage employees to use LinkedIn to communicate with customers and business partners to the extent that it is relevant. It is also one of the medias we actively use for recruitment.

3. The duty of loyalty

As an employee, you have a duty of loyalty to Danish Technological Institute when you are employed. This also means that you are acting as a representative and ambassador for the Institute when using social media both during and outside of working hours. The duty of loyalty also applies to Danish Technological Institute's customers and business partners with whom you may be directly or indirectly *connected with* on social media.

As an employee, you have an impact on the Institute's reputation. As a result, you are subject to a sort of decorum requirement, which is a requirement concerning appropriate behaviour in relation to your position. This requirement also applies to your behaviour outside working hours and includes, among other things, that you must refer to the Institute in accordance with the Institute's purpose and desire for a positive and professional appearance, using sober and non-offensive language. In addition, it must be clearly stated when you are speaking as an individual and not on behalf of the organisation.

4. Confidential information and customer relations

If you create networking groups, etc. related to the Danish Technological Institute, then you are expected to hand these over to a colleague at the Institute before leaving. In such networks as well as in any other use of social media, trade secrets, confidential information and documents must not be disclosed.

5. The Institute's use of information about employees

The Institute may use work-related information such as employees' names, areas of work, pictures, reference to publicly available profiles/CV, direct work phone number or work email address on the internet, including on social media. Consent is obtained when the employee signs their employment contract. Such information is a natural part of workplace information and can therefore be published as long as an employment relationship exists.