



## Numerica Credit Union Social Media Public Use Policy

Numerica Credit Union (Numerica) uses social media to reach a broader audience and to further connect with our members. Social media is a community where you can learn, discuss ideas, and converse about the many features of our products and services with others that share your interest in Numerica. Numerica encourages dialogue amongst the members of our communities and welcomes you to participate in these conversations, and we ask you to treat each other, and our employees, with respect.

### Numerica Social Media Channels

The list below contains the official active social media channels utilized by Numerica. It is possible that Numerica will add more social media channels as social networks grow and emerge. This listing will be updated as that occurs. If you find a social media channel which is identified as being owned by Numerica that is not listed here, we ask that you please reach out to us to determine its validity.

The below social channels are actively monitored and updated by Numerica:

- [Numerica Credit Union Facebook](#)
- [Numerica Credit Union Tri-Cities Facebook](#)
- [Numerica Credit Union Wenatchee Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)
- [LinkedIn](#)

We welcome members and non-members to use our social media channels to ask us general questions and give us your feedback. Please note that our social media pages are moderated Monday through Sunday, from 8:00 am until 9:00 pm by Numerica representatives. We make every effort to respond in a timely manner, but we cannot guarantee that we'll be able to reply to every comment.

By accessing our social media channels, you agree to be bound by and comply with the terms of this Policy, all applicable laws and regulations, and any other applicable policies, terms and guidelines. If you do not agree with any of these terms, do not use or access our social media channels. Users who violate these rules or otherwise violate the legal right of others can be blocked from utilizing our social media channels in the future.

### Numerica Social Media User Guidelines

Numerica is excited to communicate and stay connected with our diverse membership through major social media channels. In order to maintain the integrity of Numerica and protect our members' information, the following terms of use regarding our social media presence have been established.

- All comments made by Numerica social media fans/followers will be reviewed, and posts that are derogatory, defamatory, duplicative, obscene, offensive, hateful, discriminatory,

sexually explicit, spam, personal attacks, illegal, contain profanity, contain private or confidential information or, or any comment that is deemed to be inappropriate or does not relate to the subjects covered by our business or social media channels will be removed in Numerica's sole judgment.

- All comments are monitored, but not controlled. Numerica does not endorse any comments made by its employees, unless they are an authorized representative of Numerica speaking in their capacity as a Numerica employee for business purposes.
- Posts must be in text format from someone 13 years of age or older.
- All photos posted directly to Numerica's social media channels will be reviewed and removed if inappropriate.
- Posts or comments intending to sell a product or service not deriving from official Numerica personnel or those intending to divert traffic to a particular website for personal or monetary gain will not be permitted, including spam.
- Members should not disclose information, such as account user names and numbers, passwords, PINs, social security numbers, or account details, on Numerica's social media pages.
- Except for posting winner names as related to, or identified with, giveaways, contests, or other promotions, Numerica will not post identifiable member information on its social media pages.
- Numerica does not validate assertions or statements in comments on Numerica's social media pages. All statements and viewpoints expressed are strictly those of the commenter alone and do not constitute an official position of Numerica, unless posted for business purposes by an authorized representative of Numerica.

### **Copyright and Intellectual Property**

- Infringement on any party's copyright, patent, trademark, trade secrets, intellectual property, or other proprietary rights, or right of publicity or privacy is strictly prohibited and is your sole responsibility.
- By submitting any content to our social media pages, you warrant and represent that you are the copyright owner of the content or that the copyright owner of the content has granted you permission to use such content consistent with the manner and purpose of your use.
- Using our social media pages to distribute unauthorized copies of copyrighted material, including photos, artwork, text, recordings, designs, computer programs, or derivative works of such programs is strictly prohibited and subject to removal.
- Please note that by posting comments, posts, tagged photos, videos, ideas, or any other content on our social media pages, you are granting Numerica nonexclusive, worldwide rights to republish, redistribute, or otherwise use this content in perpetuity in any way we see fit. This includes, but is not limited to, marketing and advertising materials.

### **Third-Party Links**

We may occasionally post links to third-party sites when we think you may find the information helpful. However, please note that this does not in any way constitute an official endorsement of the site or company. Use of any such linked website is at the user's own risk. You understand that, when going to a third-party website, that site is governed by the third party's



privacy and terms of use, and the third party is solely responsible for the content and offering presented on its website.

### **Social Media Properties Disclaimer**

Facebook®, Twitter®, YouTube®, LinkedIn®, and Instagram® are owned by third parties unaffiliated with Numerica. Numerica is not responsible for the privacy or security policies at these sites or other third party sites that may be promoted via advertising within these social media properties. Registered trademarks of these social media platforms are properties of their respective owners.

Numerica reserves the right to change this Policy at any time at its sole discretion without prior notification.