

## **Social Media Consumer Protection Policy**

The following serves as the Social Media Consumer Protection Policy for Amy's Acquired Taste. All employees are required to abide by the following guidelines during their terms of contractual employment. Any public information shared by employees about Amy's Acquired Taste after their terms of employment have ceased are subject to removal as instructed by Amy's Acquired Taste management.

- Amy's Acquired Taste is to maintain the confidentiality and refrain from publicly sharing the following information on any online platform or website, including personal accounts.
  - Amy's Acquired Taste financial and tax information
  - Amy's Acquired Taste purchasing and distributor costs
  - Personal identity and background check information for all Amy's Acquired Taste employees
  - Account information such as usernames, passwords, HTML code, and any unique text from Amy's Acquired Taste websites and social media platforms
  - Amy's Acquired Taste patent recipes for custom baked goods
- All employees of Amy's Acquired taste are to maintain a professional voice across all websites and social media platforms.
- In the event of a negative comment expressed by a customer on any Amy's Acquired Taste websites or social media platforms, employees are to respond as such...
  - Employee response to customer within 24 hours
  - Employee to remain professional in tone
  - Employee to acknowledge the customer's feelings

- Employee to offer an explanation, if available, to support Amy's Acquired Taste
- Employee to offer a refund, replacement product, or any other amends necessary, at the approval of management, to maintain customer satisfaction
- All private account data is only to be accessed by management and is to be protected by cybersecurity software.
- All employees of Amy's Acquired Taste are to display the same values and principles across personal social media platforms as to not counter the character and image of Amy's Acquired Taste. All employees personal accounts are banned from...
  - Inappropriate, offensive, and/or foul language (Ephesians 4:29)
  - Sexuality (1 Corinthians 16:18, Hebrews 13:4)
  - Alcohol in the form of drunkenness or inebriation (Ephesians 15:8)

All customers and consumers of Amy's Acquired Taste are entitled to engaging on both the company's website and social media platforms. While Amy's Acquired Taste cannot be held legally accountable for the content posted by an outside individual, they obtain the right to remove any comments or reviews that contain content not in accordance with the protection regulations set forth for employees. In addition, reviews and comments may be removed by Amy's Acquired Taste management if they contain slander and/or false accusations.

These policies are set forth as consumer and data protection policies to ensure a regulatory approach to online business engagement.