



बड़ौदा राजस्थान क्षेत्रीय ग्रामीण बैंक

Baroda Rajasthan Kshetriya Gramin Bank

(भारत सरकार, राजस्थान सरकार तथा बैंक ऑफ बड़ौदा का संयुक्त उपक्रम)
(Joint Venture of Govt of India, Govt of Rajasthan & Bank of Baroda)

Social Media Policy for Bank's Customers, Stake holders & General Public



प्रधान कार्यालय : प्लॉट नं. 2343, द्वितीय तल, वैशाली नगर, अजमेर – 305 004

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1. Introduction

The objective of bank's presence on social media platform is to inform viewers about ongoing developments and events of Baroda Rajasthan Kshetriya Gramin Bank, its' products and services and also to understand its audiences' views on Bank's products & services. The Bank is keen to engage with its customers, stakeholders and general public.

The Bank follows a communications framework for social media and takes into consideration the below detailed guidelines.

Social media platforms are the marketing channels which includes a two-way communication. The Bank actively engages and encourages constructive communication through its audience. Currently Bank is present on social media platform Twitter and in future Bank can also use other social media platforms like Facebook, YouTube and LinkedIn. Further, the Bank may also publish/ display its content using other digital channels including Search Engine Platforms, Blogs, Videos, messaging apps including WhatsApp, affiliate networks and more. The social media policy is applicable to all the users involved in all types of digital activities directly or indirectly related to the Bank.

The Bank neither undertakes to be monitoring all these social media platforms at all times nor is obligated to respond to post made on these regarding the Bank. However, the bank has put in place a response management process to provide suitable responses to comments of the users.

To ensure the authenticity of the social media handle of the Bank, users should click on the below given link for Twitter.

Link: - <https://twitter.com/BRKGBANK>

2. Purpose:

The purpose of having a Social Media policy for Bank's customers, Stakeholders & General Public in place is to:

- Provide guidance while making a comment, post, idea and concern on social media.
- Do's and Don'ts on Social Media for Bank's Customers, Stakeholders & General Public
- Regulations, Legal and compliance involved in implementing social media.

3. Policy for Bank's Customers, Stakeholders and General Public:

3.1 Content:

- a. The Bank has right to change information, material and content provided for these Guidelines from time to time without any prior intimation.

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- b. The opinion or information provided by the Bank or through a third party on the social media are not intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any sort of investment, or any product or service's solicitation.
- c. Sharing the content posted on Bank's social media channels in its original format is permitted. However, no one has the right to use change, alter, modify, amend, revise, publish, translate, copy or distribute for monetary purpose or otherwise any part or content uploaded on Bank's social media channels, or link any of the Bank's other social media channels or other website to this page, without banks prior written permission except as specifically enabled by the functionality of the social media channel.
- d. Please refrain from the use of abusive, defamatory, offensive, unparliamentary, unpleasant, threatening, harassing, improper language and offensive terms that target specific individuals or groups while communicating with the Bank/others on Bank's page.
- e. Bank reserve the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, harassing, hateful, improper language, misleading, spam or violate any intellectual property rights or may contain viruses or contains which are immaterial and unconnected to the topics discussed on Bank's page or any matter that the Bank deems as inappropriate in any way. Individuals/entities making such posts may be blocked, without intimation, from posting & further posts on Bank social media platforms. This is at the entire discretion of the Bank.
- f. Bank will delete comments that are clearly links to topic, that promote services on products, or that promote or oppose any political party, Religious remarks, and person campaigning for elected office or any ballot proposition.
- g. The Bank does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to stipulated guidelines of the Bank.

3.2 Privacy

- a. The content of all comments should be assumed to be in the public domain. So, users should refrain from posting anything which they do not wish to broadcast to the general public. Posts made on social media platforms are stored/archived on the respective social platforms' servers which are not in the Bank's purview.
- b. In the interest of the customers' accounts' security, it is requested to not post personal, account sensitive information viz. debit/credit card number, PIN, Passwords, account numbers, phone numbers etc. Bank will endeavor to remove such information from Bank's Social Media Channels wherever noticed without any intimation. Bank doesn't undertake any liability for any financial and/or other losses, identity/information theft or any such issue faced by users on account of posting their sensitive/ personal information.
- c. With the use of Facebook, Twitter, YouTube, Instagram, LinkedIn, Quora and other social media content, it is presumed that users are conforming to the respective platform's Terms and Conditions and its prevailing Privacy Policy as well as any prevailing regulatory norms that have to be adhered to.

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3.3 Third Party Information

- Bank is not responsible for the content, privacy or security policies of any external websites or links.
- Any third-party views and opinions in the comments or posts are solely and exclusively of the user/such third party. The Bank does not take any responsibility for such views, nor do the Bank endorse their views. This is inclusive of any text, images, documents, audio and videos added, posted or linked by the users/such third Parties.
- Bank does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/or via Bank's social media properties and/or decisions taken by anyone on the basis of messages from Third Parties. Bank does not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by social media website users.
- Bank does not take any responsibility or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilized in connection with the page. No guarantee is given from the Bank regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.
- Bank does not endorse the advertisements and any content or links provided by social media websites on Bank's respective social media channel and Bank is not responsible for the same. Whilst using this page, users may be provided links to the website (<https://www.brkgb.com>) or related pages or any other related websites including those of Bank's alliance partners, merchants etc. for further information on the products, offers. The use of Bank website and/or such third party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by the Bank exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.

3.4 Queries, Suggestions, Feedback & Complaints

- The Bank is not obliged to respond or resolve service requests posted on any Social Media platform. The Bank does not undertake to be monitoring any other websites where customers may be lodging their service requests.
- The Bank is not liable for any losses or risk resulting from any individual posting sensitive details on non-secure platforms such as social media channels.



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3.5 Regulations, Legal and Compliance:

- Communications made via the Bank's social media channels will in no way constitute a legal or official notice or comment to the Bank or any official or employee of the Bank for any purpose.
- Bank reserves the right to use, edit, alter, publish or distribute the content that users have posted on its social media channels in any manner without any legal or monetary obligation.
- Please note that BRKGB Bank reserves the rights to initiate appropriate legal proceedings in the event of any breach/violation of these Guidelines / other terms and conditions as may be specified by Baroda Rajasthan Kshetriya Gramin Bank (BRKGB Bank) from time to time, including but not limited to blocking access to Bank's page without any further notice.
- Under no circumstances shall the Bank or any of its affiliates or representatives, be liable for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or errors of content, personal injury or property damage, of any nature whatsoever, emanating from use and access of Bank's page. BRKGB Bank shall not be held liable for content or the offensive, defamatory, or illegal conduct of any third party and for the risk of damage or harm arising from such acts. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.
- To the extent permitted by law applicable, the user agree to indemnify, defend and hold harmless BRKGB Bank, its affiliates, officers, directors, employess, and agents, arising from and against any and all damages, claims, obligations, liabilities, costs, losses or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from: (i) use of and access of Bank's page; (ii) your violation of any these Guidelines; (iii) violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or (iv) all or any claim that content posted by you caused damaged to a third party. The indemnification obligation contained herin shall survie these Guidelines and your use of Bank's social media channels.

3.6 Applicability of Law:

All these Guidelines shall be governed and controlled by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of capable jurisdiction located in Ajmer. "Baroda Rajasthan Kshetriya Gramin Bank" and its logos are trademark and property of Baroda Rajasthan Kshetriya Gramin Bank. Wrong use of any intellectual property, or any other content displayed herein is stringently prohibited.



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3.7 Monitoring and review of policy:

1. The Policy will be valid for 3 years from the date of approval by Hon'ble Board of Directors subject to review by Board every year. The Chairman is authorized for continuation of the policy for 6 months from the due date of review, in case the policy cannot be reviewed on or before due date.
2. Any regulatory guidelines issued by RBI /NABARD/ Govt. etc. and any other guidelines pertaining to the area of this policy issued by Bank from time to time will automatically form and be a part of this Policy.
3. Chairman/General Manager is authorized for any clarification and correction of any clerical error remained un-noticed in preparation of this Policy and further allows to take reference of the Guidelines/Circulars issued by Sponsor Bank for any matter which is not covered/clarified in this policy for time being to resolve issue.
4. This policy shall be made available for access on Bank's official website.



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