



Social Media Policy

QBA Third-Party Supplier Policy

1. Purpose and Scope

QBA's brand, name, and logo are among the most prominent symbols of its products and services. This Policy sets out QBA's expectations for how third-party suppliers and vendors ("Suppliers") and their employees, agents, and subcontractors may reference, represent, or interact with QBA on social media and other public platforms.

2. Applicability

The policy shall be applicable to all suppliers and vendors unless otherwise agreed.

3. Use of QBA Brand Name and Logo

Suppliers shall ensure the following:

- All use of QBA's name or logo must strictly adhere to QBA's brand guidelines with respect to color, appearance, and size, and must not be used without QBA's prior written consent.
- Any manifestation of the QBA brand, including case studies, brochures, or advertisements referencing QBA, must be approved in accordance with established brand guidelines before publication.
- Suppliers shall not use QBA's brand name, logo, or any visual element implying endorsement by or representation of QBA without explicit consent.

4. Public and Media Comments

Suppliers shall not make any comment about their engagement with QBA in the media or on social media without QBA's prior approval. The specific content and intended use of any media report, social media post, or public comment referencing QBA must be shared with QBA for approval before publication.

5. Confidentiality and Conduct Online

Suppliers shall ensure that their personnel:

- Do not disclose confidential, proprietary, or commercially sensitive QBA information on social media, including unannounced products, pricing, contracts, or strategy.
- Do not post content that is defamatory, discriminatory, harassing, or that could otherwise harm QBA's reputation.
- Clearly distinguish personal opinions from QBA's position where QBA is referenced.
- Comply with applicable advertising, consumer protection, and data protection laws, including disclosure of any commercial relationship with QBA as required by law.
- Promptly remove or correct any inaccurate or unauthorized content concerning QBA upon QBA's request.

6. Crisis and Incident Communication

In the event of a crisis, safety incident, or adverse public event involving QBA, Suppliers must not comment publicly on QBA's behalf and should direct media or public inquiries to QBA's designated communications contact.

7. Monitoring

QBA may monitor publicly available content referencing QBA to assess compliance with this Policy and to protect its brand and reputation.



8. Non-Compliance and Policy Review

Breach of this Policy may result in a request for content removal, suspension of the Supplier relationship, or termination of the contract, depending on the severity of the breach and resulting harm to QBA. This Policy will be reviewed periodically and Suppliers will be notified of material changes.

Document Code	Version	Effective Date	Prepared By	Approved By
QBA-POL-SM-01	1.0	January 2026	HR Head	Global CEO