

# Social Media Community Guidelines

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Intact Financial Corporation and its subsidiaries (“Intact”) are actively engaged on social media. Social media allows us to share meaningful information and have a presence where our current and future customers are interacting and sharing online. Our mission is to make sure our social media accounts inclusive spaces where you can connect and share with others in a respectful manner.

To steer our online communities towards value and information-driven conversations, we have established rules of conduct that must be followed while interacting online. These rules help us to understand what content is permitted, and what content is not.

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## 1. Act with Honest and Integrity

As we interact with customers, partners, and each other online, it is important to do so with honesty and integrity. If you find yourself discussing matters related to Intact, be sure to disclose any vested interests you might have. You should use your real name, specify that you work for Intact and your role with the company, but make it clear that you are not speaking for the company.

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## 2. Stay Respectful

To create a positive and engaging environment for users among our Intact Accounts, we ask that all users treat each other with respect. While users may sometimes disagree during a spirited discussion or debate, it is important to always remain respectful of others and their opinions.

Intact will not tolerate material that may be obscene, defamatory, threatening, or embarrassing to any person, competitor, or entity. Language, jokes or comments about an individual’s gender, sexual orientation, race, ethnicity, age, or religion will also not be tolerated.

Our community managers are responsible for moderating comments on our social media accounts. They do their best to respond to your comments as soon as possible during business hours from Monday to Friday (excluding statutory holidays). Please remember to be patient and respectful when asking questions and awaiting a response.

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## 3. Act Ethically and Within the Law

Remember to respect the intellectual property of others, including logos, slogans, pictures, books, and articles, and avoid posting this material without permission.

Remember your duty to protect all confidential and personal information of Intact, its customers, employees, brokers, suppliers, and other third parties Intact does business with.

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## Examples of Prohibited Discourse

Posts or comments that contain any of the following rhetoric or content will not be tolerated and may be deleted by Intact to the extent the respective social media platform permits:

- Racism, xenophobia, homophobia, sexism, agism or hatred of any form.
  - Defamation, indecency, vulgar or disrespectful commentary of any form.
  - Harassment, threats, or content that displays violence, explicit language, obscenities, or profanity.
  - Inappropriate behaviour of any form.
  - Personal or confidential information, financial or otherwise.
  - Content consisting of advertising, promotion, or solicitation.
  - Content that includes links to malware or phishing sites, or shares spam.
  - Content that violates intellectual property rights (i.e., posted without the proper permissions from the rightful owner).
  - Content that references criminal or illegal activity.
  - Content that is otherwise deemed unacceptable by Intact.
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## Important Information

The information on the social media pages that Intact administers is provided for information purposes only. It is not intended to provide investment, insurance, financial, legal, accounting or tax advice and should not be relied upon in any way. For any advice, please contact the appropriate professional.

Intact is committed to protecting your privacy. To that end, Intact will never ask you to share your confidential personal information which is sensitive – including banking information and Social Insurance Numbers – via social media. To better direct customers and respond to claims, policy numbers may be asked through private messaging only.

If you have concerns about anything posted on our social media pages, please contact us at [info@intact.net](mailto:info@intact.net)

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## Leaving Intactfc.com

Links from or to social media and networking sites are provided for convenience only. Should you choose to access them, you are doing so at your own risk. Intact will not be responsible for damages or prejudice of any kind that may arise from your use of these sites.

Intact is not responsible for the content and privacy practices of social media and networking sites. Intact makes no representation as to the accuracy or correctness of the information contained therein. Any information or links posted by third parties should not be construed as an endorsement, a guarantee, or a recommendation by Intact.