

## PURPOSE

Mister Car Wash (MCW) embraces social media as an important tool of business engagement and encourages its employees to use social media in a personal capacity to reach out and share with friends and communities. This policy is intended to ensure that employees who use social media either as part of their job or in a personal capacity understand MCW's expectations, especially where the social media posting is about MCW or its products, people, competitors, and/or other business-related individuals or organizations.

## SCOPE

This policy applies to all MCW employees, whether part-time, full-time, interns, or independent contractors.

All information within this document is subject to applicable federal, state, and/or local laws. Before participating in social media, employees should re-familiarize themselves with these principles and rules. Contact Human Resources Department at 1-844-529-7392 or HRhelp@mistercarwash.com with any questions about this policy.

## GENERAL

MCW trusts and expects you to exercise personal responsibility and your best judgement whenever you participate in social media or other online activities. All social media communication by employees or contractors on behalf of MCW is subject to applicable laws, regulations, and MCW policies.

## REPRESENTATION OF MCW

When posting on any social media site, express only your personal opinions. Never represent yourself as a spokesperson for MCW. If MCW is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of the company, fellow associates, members, customers, suppliers or people working on behalf of the company.

## APPROVAL TO POST ON BEHALF OF MCW

To post on external social media sites for work purposes, you will need prior approval by the Marketing Department. Currently, approval is granted only for limited, headquarters-led initiatives that include clear and concise instructions.

## EXPECTED STANDARDS OF SOCIAL MEDIA USE

Before creating online content, we recommend that you consider the risks and rewards that are involved. Keep in mind that conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects customers or the legitimate business interests of MCW may result in disciplinary action up to and including termination as permitted by federal, state or local laws.

Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar offensive or unlawful conduct will not be tolerated. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers, your management, or Human Resources rather than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, or that might constitute harassment or

bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could result in a hostile work environment based any status protected by law.

Do not post or transmit internal reports, policies, procedures, or other internal business-related confidential communications. MCW expects employees to show proper respect for the laws governing copyright, trademarks, and other intellectual property, including MCW's own copyrights, trademarks, and brands. Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about MCW, fellow employees, members, customers, suppliers, or people working on behalf of MCW.

### PERSONAL INFORMATION ABOUT CO-WORKERS

Be considerate of your co-workers, and do not post personal information when you have been asked not to. It is recommended that you remove any information about a colleague if that co-worker asks you to do so.

### ACCESSING SOCIAL MEDIA AT WORK

Any non-business-related use of social media during work hours is not permitted except during meal or other authorized breaks. Do not download any social media apps on any MCW computer equipment.

### LEGAL CONSIDERATIONS OF SOCIAL MEDIA USE

MCW is obligated to preserve any information potentially relevant to an actual or reasonably anticipated claim, litigation, subpoena, or government proceeding. Questions regarding MCW's records management and retention should be directed toward the Legal Department. All media inquiries should be directed to the Marketing Department. In the event that any claims are brought against MCW as a result of your unlawful blogging or other social media activity, you may be held responsible for any costs or damages MCW incurs as a result.

### MONITORING OF SOCIAL MEDIA

Compliance with MCW's policies is required. Compliance with this policy may be verified through various methods, including but not limited to reports from available business tools, internal and external audits, self-assessment, and/or feedback to management and/or Human Resources.

### DISCIPLINE AND CONSEQUENCES OF NON-COMPLIANCE

All employees are required to comply with MCW's social media policy. Non-compliance with this policy, including attempts to circumvent it by bypassing or knowingly manipulating a process or system, may result in disciplinary actions up to and including termination, as permitted by federal, state, and local laws.

### REVIEW

This procedure will be reviewed **annually** and updated as necessary.

Name and Title	Date (YYYY-MM)
Anna Zappia, Vice President of Human Resources	2018-01

# SOCIAL MEDIA POLICY



## APPROVAL

Name, Title, and Signature	Date (YYYY-MM)
<i>Anna Zappia</i> Anna Zappia, Vice President of Human Resources	2018-01

## HISTORY

Version	Issue Date	Updated by	Revisions
V.1	2018-01-15	Anna Zappia	• Original policy statement