

9.0 SOCIAL MEDIA AND USE OF SEATTLE UNITED INFORMATION TECHNOLOGY RESOURCES (E.G. COMPUTERS, E-MAIL, INTERNET, TEXTING)

In all interactions with players, parents/guardians, and alumni, employees are required to demonstrate respect, dignity, prudence, professionalism, and concern for the safety and protection of children.

With regard to social media, all employees must do the following: understand that they are accountable for their postings and other electronic communications that are job-related, particularly online activities conducted with a Seattle United email address, while using club property, networks or resources; or while discussing club-related activities.

Be aware that Seattle United considers discretion and prudent judgment in social-networking activities to be a serious matter with regard to protecting the club, its players, and employees.

As a Seattle United employee, you have access to certain confidential and proprietary information and data controlled and owned by Seattle United, including but not limited to customer names, lists, contacts, agreements, plans, copyrighted materials and other confidential data either created, received or compiled by Seattle United and is information generally not available to or known by the public or Seattle United competitors, and therefore constitutes valuable, special, and unique property of Seattle United and any designated affiliate. You acknowledge that use of and access to this information is granted only as a right of employment and that the sharing, acquisition, manipulation or use of this data and information for purposes beyond the scope of your employment with Seattle United is prohibited. Any use of such information and data beyond the scope of your employment or following termination of your employment is a breach of this confidentiality agreement.

Seattle United recognizes that the Internet and other communication channels (e.g. instant messaging and texting) provide unique opportunities for participation in interactive discussions, the facilitation of information sharing, and collaboration through a wide variety of media and web-based platforms and communities. This includes social media and networking sites (e.g. Facebook, LinkedIn), video and photo-sharing sites (e.g. Instagram, YouTube and Flickr), blogs, micro blogs (e.g. Twitter), mash-ups, wikis, and other technologies and formats. For purposes of this handbook, these technologies and platforms are collectively referred to as "Social Media."

Seattle United expects its employees to adhere to the following guidelines and rules regarding the use of Social Media. These guidelines and rules also apply to use of Seattle United's Information Technology Resources (ITR). ITR include email systems, computers, servers and network, hardware, software, Internet and web-access

(including wireless access provided by Seattle United or our players or club members), digital storage and back-up, telephone system, fax machines, copiers, and any cell phones, smart phones, PDAs, or similar devices available or provided to employees by Seattle United.

These rules and guidelines apply to all employees using Social Media and ITR, regardless of whether your use of Social Media occurs during working or non-working time. Likewise, the guidelines apply regardless of whether you use or access Social Media through Seattle United ITR or by use of a computer or other electronic device owned by an employee, an employee's family member, or a third party.

Seattle United does not allow employees to use Social Media during assigned working hours when you are "on the clock," unless specifically authorized in advance by management for Seattle United business purposes only (i.e. specific employees who are assigned responsibility by Seattle United to monitor and maintain Seattle United's website and Facebook site).

Social Media and Seattle United ITR may never be used for transmitting, retrieving, viewing, publishing, displaying, exchanging, or storing any information, comments, or remarks that:

- Reveals or discloses private, confidential information of co-workers, players, club members, or vendors;
- Are obscene, pornographic, or sexually oriented;
- Are discriminatory, defamatory, or derogatory concerning a person's race, age, gender, disability, religion, national origin, sexual preference or orientation, or other legally protected status;
- Contain abusive, profane, or offensive language;
- Are for your personal gain, or for activities that compete with Seattle United's business;
- Involve gambling;
- Engage in bullying or other physical or verbal behavior that is threatening or intimidating, or could reasonably be viewed as such, directed towards coworkers, players, club members, or vendors;
- Invade the privacy rights any co-worker, players, club members, vendors, or other third parties;

- Reveal or disclose confidential or proprietary information belonging to Seattle United;
- Violates trademark or copyright laws; or
- Violates any Seattle United policy.

No Expectation of Privacy When Using Seattle United ITR: All content and use of Seattle United ITR are the property of Seattle United. You have no expectation of privacy in any use of our ITR for Social Media or any other purpose (whether work or non-work related), including emails, messages, files, data, documents, photos, video, facsimile, telephone conversation, posts, exchange, conversation, message, or any other kind of information or communication transmitted or received in electronic or printed form. This absence of privacy expectation is maintained whether or not information or communications are stored or recorded on Seattle United's resources or are supported by a third party provider (e.g. cell phone service provider or "in the clouds" web services provider).

Seattle United reserves the right to monitor, intercept, inspect, and review, without any prior notice, every employee's activities using our ITR, including but not limited to Social Media postings and activities. Seattle United's right to monitor includes, without limitation, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving, and printing of transactions, messages, postings, communications, log-ins, recordings, uploads, downloads, and other uses of Seattle United ITR as well as keystroke capturing and other network monitoring technologies.

Standards and Best Practices: The following standards and best practices apply to all employees, whenever using Social Media, including outside of work or using it when specifically authorized to do so by Seattle United management while carrying out an assigned task or other work-related responsibilities:

- **Transparency and Disclosure of Source of Information.** Any time you make any communication using Social Media that references Seattle United or any of its services, you must disclose that you are an employee of Seattle United. Under Federal Trade Commission guidelines, an employee is required to disclose her/his relationship with an employer when the employee posts on the Internet any positive reviews or comments about the employer's services.

Except when you are using Social Media for work-related purposes that are specifically authorized and approved in advance by Seattle United's management, any time you make any reference or communication concerning Seattle United while using Social Media, you must also make clear that you are speaking only for yourself and not on behalf of Seattle United, any of our players, club members, co-workers or any other third party. In these instances, you need to include the following disclaimer in your

Social Media communication: ***The views and/or opinions expressed are my own, and are not intended to nor do they reflect the views and opinions of my employer, Seattle United. In expressing these views and opinions, I am speaking only for myself and not on behalf of or as a representative of Seattle United.***

- **Respecting Privacy Rights.** Whether or not you are authorized to use Social Media for work-related purposes, you may not use Social Media at any time in any way that would violate or impinge upon the privacy rights of any of your co-workers, players, club members, or vendors. This would include posting any photographs or video taken at any Seattle United-sponsored event or during work hours, and providing any comments, tagging, or other identifying information as to persons or events depicted in the photographs or video, unless expressly permitted in writing by the person(s) depicted or expressly directed by Seattle United management.
- **Proprietary and Business Information.** Whether or not you are authorized to use Social Media for work-related purposes, you may not use Social Media to disclose or disseminate any proprietary or confidential information of Seattle United, or any confidential or proprietary information of any co-workers, players, club members, or vendors. Social media may not be used to disclose any embargoed information, such as Seattle United's contract negotiations, projects, and pending projects. Social media may not be used to disclose any Seattle United intellectual property belonging to Seattle United, including software or other media.
- **Respecting Intellectual Property Rights of Third Parties.** When using Social Media at any time, including work-related purposes, employees are prohibited from violating any trademark, copyright, or other intellectual property rights of third parties. You must comply with "fair use" rules, and may not copy or quote from content belonging to a third party without providing appropriate attribution as to the source of the content. When authorized to use Social Media as part of your job responsibilities, you must first obtain approval and authorization from Seattle United management before using any content or images belonging to a third party.
- **Links to Other Websites or Other Social Media Content.** When you are authorized to use Social Media for work-related purposes, Seattle United is ultimately responsible for any content when it is identified as the source of the information. For this reason, you must first obtain authorization from Seattle United management before including any links to other websites or other Social Media sources belonging to a third party. Among other reasons, this is to assure that by linking to an outside source, that source is trustworthy.

- **Avoid Negativity.** Employees may not use Social Media to disparage or be derogatory towards Seattle United, coworkers, or our players, club members, and vendors. Nor may Social Media be used to disparage any competitors of Seattle United, or their respective products or services.
- **Be Responsible in Using Social Media.** Regardless of your use of privacy settings available with Social Media, you should still assume that the information you post or share immediately becomes public the moment it is published on the Internet. Understand that attorneys, professional colleagues, prospective players, competition, and prospective employers can and likely will search Social Media sites to gather information about you or Seattle United. Always stop and think how the use of Social Media will reflect upon you personally, your coworkers, our players and club members, and Seattle United. Carefully consider what you say (and don't say) in any Social Media forum, and how your statements impact others.

Password Monitoring and ITR Access: Seattle United will have access to all passwords and access codes used for the ITR, including those used by any employees. Employees shall not disclose any passwords or access codes to anyone, including coworkers, other than to Seattle United management.

Communications: Each employee is responsible for the content of all text, audio or images that they place or send over Seattle United ITR. No E-mail or other electronic communications may be sent that hides the identity of the sender or represents the sender as someone else or someone from an outside source. All messages communicated on the ITR must contain the employee's name. All communications sent by employees via the ITR must comply with this and all other policies.

Software: Software may not be imported into the ITR without prior approval of Seattle United management. After approval, importation or downloading of any software must be accomplished in coordination with Seattle United management.

Copyright Issues: Copyrighted materials owned by or registered to entities other than Seattle United may not be transmitted by employees on the ITR. All employees obtaining access to other companies' or individuals' materials must respect all copyrights and may not copy, retrieve, modify or forward copyrighted materials, except with permission, or as a single copy for reference purposes only.

Copying and Ownership of Software: Employees are prohibited from making any copies of software owned and used by Seattle United whether purchased under licensing agreement from third parties or developed by Seattle United. Any software or software codes developed or created by Seattle United employees during the course of their employment shall be the property of Seattle United, and is deemed "work made for

hire." Employees agree to execute any documents which are required to establish Seattle United's ownership in such software or software code.

Notice Regarding Software Development: Employees are given notice that this policy does not apply to any software or software codes for which no equipment, supplies, facility, or trade secret information of Seattle United was used, and which was developed entirely on an employee's own time, unless:

- The software or software code relate directly to the business of Seattle United or to its actual or demonstrably anticipated software research or development; or
- The software or software code results from any work performed by an employee for Seattle United.

Even though rights to software or software code may be retained by an employee as defined above, every employee shall, at the time of commencing employment and any time thereafter, disclose any software or software code being developed by the employee, for the purpose of determining Seattle United or the employee's rights to the software or software code.

Text Messaging Policy

Text messaging may be used for urgent and time-sensitive communications with players and their families. Personal texts (texts without an SU soccer nexus) are not permitted. Texts to players and their families must not be deleted, as they may be needed and reviewed later if a communication or other issues arise. Texts should be written with the same professionalism that is expected in email or other digital communications. Seattle United has the right to review text messages sent to its players and families upon request.

Personal Feeds Guidelines

As an employee of the club, do not initiate or accept social media relationship requests (also known as "friending" or contact requests) from current players of any age or from former players under the age of 18. Use professional discretion when friending SU alumni 18 and over.

Employees are discouraged from friending parents/guardians of current or prospective players, owing to the inherent conflicts of interest that this may raise (e.g. perceptions of favoritism, influence over player placement, etc.).

Acknowledgment and Agreement

I have received and read a copy of the revised Social Media and Use of Seattle United's Information Technology Resources Policy. I agree to comply with the policy in its entirety. I further acknowledge that I have no privacy rights regarding use of ITR as described in the Policy, nor do I otherwise have any expectation of any privacy rights. I acknowledge that Seattle United may and is authorized to monitor my use of Seattle United's ITR and any Social Media. I further understand and agree to the Copying and Ownership of Software provision above, and acknowledge the Notice Regarding Software Development.

I understand that if I violate this Policy, I will be subject to disciplinary action, which may include termination of my employment.

NAME

SIGNATURE

DATE