



Social Media Community Guidelines Policy

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Accountability: Marketing
Individual: Chief Marketing Officer
Reviewing Committee: Board of Directors

OVERVIEW

Primis participates on social media properties such as, but not limited to, Facebook®, Twitter®, Instagram®, LinkedIn® and TikTok® as well as third-party social media aggregators. These social media sites, and all other social media properties we may participate in are all third-party sites unaffiliated with Primis. Primis is not responsible for the privacy and security policies and practices of the social media channels where Primis has a presence.

Content posted, such as pictures, information, opinions and any personal information made available to other participants on these social properties is subject to the terms of use and privacy policies of the various social properties. Primis will never ask for a Social Security number, account information, passwords or personal identification numbers (PINs) via any social media property. Never disclose, post publicly or send through direct message, on any Primis social media property, financial information or personally identifiable information. Primis is not responsible for views expressed other than our own on our social properties.

As a fan or follower of Primis managed social media properties, you consent to receive news, company information, advertisements and other dissemination of information that Primis thinks our fans, followers and viewers will find useful. At any time, you may utilize the various social platforms' privacy settings to un-follow and un-friend Primis.

IDEA, PHOTOGRAPH, AND CONTENT SUBMISSION AND POSTING

Do not send to Primis original ideas, including ideas for new or improved products and product names, processes or technologies, product enhancements, advertising and promotions. This is to avoid potential misunderstanding or disputes when Primis efforts might seem similar to an idea submitted to the bank.

Despite our request for you to not send Primis original ideas, if you do send ideas and photographs, you are agreeing that these ideas and photographs will be considered non-confidential, will automatically become property of Primis and Primis may use them for any reason and in any way. If you send us ideas or photographs on social media properties, we own them, and you will not receive compensation.

By posting comments, posts, tagged photos, videos, ideas or any other content on Primis social media properties, you are granting Primis the rights to republish, redistribute, or otherwise use the content in perpetuity in any way, which includes, but not limited to, marketing and advertising material.

Infringement on any party's copyright, patent, trademark, trade secret, intellectual property or other proprietary rights is strictly prohibited and is the sole responsibility of the individual contributing the content. By submitting any content to Primis, the individual submitting warrants that they are the copyright owner of the content or that the copyright owner of the content has granted the individual permission to use such content consistent with the manner and purpose of the use. Distributing unauthorized copies of copyright material via Primis social media channels is strictly prohibited and subject to removal.

PUBLIC USE

Primis social media properties are all public. Anyone can see what is posted and commented on these properties and engagement may show up in search engine results. If an online user's post or comment does not align with the Primis philosophy and guidelines, Primis may hide or remove the posts. Primis may delete negative comments about Primis that aren't relevant and don't add to the overall social experience.

When an online user posts on Primis social properties, these guidelines should be followed:

- Remain courteous and respectful.
- Do not post abusive, offensive or inflammatory content.
- Do not post personal, identifying or confidential information, including account or loan information.
- Do not post another's copyrighted work unless you have permission.
- Do not post fraudulent content.

Primis may delete comments or posts, or block users, that do the following:

- Use profane, obscene, inappropriate, disruptive language.
- Use indecent, sexually explicit or pornographic material of any kind.
- Exhibit threats, personal attacks, abusive, defamatory, derogatory or inflammatory language, or stalking or harassment of any individual, entity or organization.
- Use discriminatory or hateful speech of any kind.
- Make false, inaccurate, libelous or otherwise misleading claims in any way.
- Post spam or content/links to any kind of virus, malware, spyware or similar program that could cause harm.

Primis will post to Primis social properties photographs and/or videos taken at bank-sponsored and or local events. Primis may tag, reference or acknowledge individuals or organizations within these photographs or videos, as appropriate. If another individual tags an online user, the online user may un-tag themselves at any time. Non-employees featured in photographs and videos will be asked to sign a photo release acknowledging their permission to be used on Primis social media platforms.

To request an image or video be removed, email marketing@primisbank.com specifying the photo or video that is to be considered for removal, the social channel where it was posted, the requestor's contact information and reason for the request. Primis will consider the request, but the submission does not guarantee that the photograph or video will be removed.

THIRD PARTIES

Occasionally, Primis may post links to third-party sites. Primis may also use third parties to aggregate social media feeds to enhance the experience on Primis websites. This activity in no way constitutes an official endorsement of the site or company.

PRIVACY AND SECURITY PRACTICES

Primis follows the privacy policy already established by each individual social media platform. When one engages with Primis on its social media properties, the online user is subject to the Primis Privacy Policy. Personal identifiable information, such as Social Security numbers, account numbers, phone numbers or email addresses should not be provided in public comments or posts. If this information is provided, the comment or post may be deleted.