

# NTF MANAGEMENT

## SYSTEM SOCIAL MEDIA POLICY

The rapid rise and popularity of social media and next generation communication tools presents engagement opportunities to promote NTF/YUM! Brands, and has become widely used by our employees. At the same, it can create challenges in protecting NTF and brand intellectual property, the value of our trademarks, and our assets, goodwill, and reputation. Everyone – from Above-Store Leaders to Team Members – shares a role and the responsibility of protecting NTF/YUM! Brands. This policy applies to all types of social media platforms and communication tools that exist now or may exist in the future (collectively referred to as “Social Media”) such as social networks (e.g., Facebook), professional networks (e.g., LinkedIn), multimedia or user-generated media sites (e.g., YouTube, Instagram), blogs, wikis (e.g., Wikipedia), virtual worlds, text messaging, and any other mobile device communication.

### **NTF Employees should be instructed to follow these guidelines:**

- **DO** think about the possible effects of your post – on the Company, on your fellow employees, on your own reputation – before you hit submit.
- **DO** make clear that you are expressing your individual opinions.
- **DO** include the following statement if you mention that you are a NTF Employee:
  - “The postings on this site are my own and do not represent the views of NTF/YUM! Brands.”
  - “Inclusion of the required statement will not excuse any violation of this Policy.”
- **DO** remember that NTF monitors online postings and will report **ANY** crimes to the proper authorities, including health code violations, food tampering/safety issues, theft and vandalism.
- **DO** remember that all workplace policies (e.g., Code of Conduct, Employee Expectations, Anti-Harassment Policy) apply to your conduct in Social Media.
- **DO NOT** speak or write on behalf of the Company unless you have been specifically authorized to do so. Unless you are authorized, if you are contacted by anyone (media, reporters, blogger, etc.) concerning the business of the Company, refer that person to the NTF Support Center (HR Department [sklevy@ntbells.com](mailto:sklevy@ntbells.com) or [office@ntbells.com](mailto:office@ntbells.com))
- **DO NOT** claim or leave the impression that you are speaking on behalf of the Company without authorization to do so.
- **DO NOT** misrepresent yourself or your role with the Company.
- **DO NOT** use any company logos, trademarks, graphics, or advertising materials.
- **DO NOT** use others’ property (e.g., copyrighted music, photos, videos) or images of other people with their express prior permission.
- **DO NOT** publish, post, generate content, or otherwise communicate **ANYWHERE** any of the following information:
  - **Material non-public financial or operational information.** Information is material if it would affect a reasonable investor’s decision to buy, sell, or hold stock, such as Brand national sales data.
  - **Product information.** Never share secret recipes, formulas, product specifications or launch dates.
  - **Other protected information.** Any other secret, confidential, or propriety NTF/YUM! Brands information or information subject to confidentiality agreements, such as operational manuals, and policies, training materials, new product plans, vendor negotiations, marketing and media plans, and test market data.
  - **Photos, videos, or other material created in violation of the Restaurant Recording Policy.**

Employees who fail to follow these policies may be subject to discipline, up to and including termination of employment and, in certain circumstances, civil or criminal liability.