

Human Resources Policies and Procedures

SUBJECT: Social Media and Internet Policy

PURPOSE

The AppleOne Group of Companies (“AppleOne”) recognizes the fast-changing landscape of the Internet which has increased the popularity of social media over the last few years. This policy outlines the terms and conditions under which employees may utilize the Internet and expectations for online activity as representatives of the Company.

POLICY

This policy establishes guidelines for the use of social media and Company sponsored Internet access and usage. AppleOne Group of Companies encourages staff participation in social media forums to reach a broader audience in positively promoting the goals and missions of the Company. Employee behaviour concerning social media activity will be governed by this “Social Media and Internet Policy” found on AppleLeaf http://appleleaf/hr_bfts.asp

Unsuitable employee behaviour related to this policy may also be subject to expectations and repercussions set forth within The AppleOne Group of Companies “Workplace Violence and Harassment Policy” found on AppleLeaf <http://appleleaf/HealthSafetyWSIB/index.asp> The Company reserves the right to monitor social media work-related activity and request that certain subjects be avoided or inappropriate comments removed.

APPLICATION

This policy covers all employees of the AppleOne Group of Companies. Such employees include Permanent and Contract staff members including all Temporary Associates. This policy applies to all organization locations.

DEFINITION

For the purposes of this policy, “social media” should be understood to include any website or forum that allows for the open communication on the internet including, but not limited to:

- Social Networking Sites (LinkedIn, Facebook, Google+, etc.);
- Micro-blogging Sites (Twitter, etc.);
- Blogs (including company and personal blogs);
- Online Encyclopedias (Wikipedia); and
- Video and photo-sharing websites (YouTube, Flickr, SlideShare and Pinterest)
- Review sites (Yelp, Indeed.com, Glassdoor, etc.)

For purposes of this policy, “AppleLeaf” should be understood to refer to the AppleOne Group of Companies inter-company website located on the AppleOne Group of Companies network at <http://appleleaf/>

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EMPLOYEE RESPONSIBILITY FOR USING SOCIAL MEDIA

Employees may use approved social media platforms as necessary in the course of their normal business routines in support of The AppleOne Group of Companies business goals and objectives. Any conversations on social media with others must be related to an employee's current job function.

Acceptable Use at Work

Acceptable use of social media for work purposes, for the listed approved social media platforms, include:

LinkedIn

- Updating and refining your profile
- Posting a status update, asking or answering Business Related questions to keep your name in front of your network, including posting a job in your status, Summary section or Group
- Connecting with your contacts
- Searching for people to add to your network
- Conducting research on current or potential connections – whether they are job seekers, clients or other people of interest
- Following and researching target and client companies
- Reviewing activity of your contacts
- Learning from news articles posted in LinkedIn Today
- Liking and sharing posts from your company's LinkedIn Company Page
- Building up your subject matter expertise by participating in Groups
- Linking to other work-related and approved social media postings

Employees are responsible for making sure that their use of social media for work purposes does not prevent employees from carrying out the normal activities of their position.

Using Social Media for Work-Related Purposes

Employees should only use social media on equipment provided by The AppleOne Group of Companies for job-related use. With the exception of LinkedIn, employees should avoid using Company provided email addresses to register on social networks, blogs or other websites for personal use.

All business-related social media accounts and related postings maintained by employees for work-related purposes remain the property of The AppleOne Group of Companies. All information such as contacts, postings, and ideas, are the property of the Company. Employees are expressly forbidden to use social media to conduct any form of invoicing, billing, payment inquiry or collection activity.

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Disparaging Remarks and Activities Made By Employees

Employees using their work-related social media accounts, or their personal social media accounts for work purposes, are not authorized to make nor shall they make any negative posting or comments about any former or current Company customer, job candidate or employee on any social media account. Employees may not share any personal information about clients, other employees or job candidates during their use of social media. This includes both work-related and personal use of social media.

Confidential Information

Employees should aim to protect The AppleOne Group of Companies' trade secrets and private, confidential and proprietary information. Employees should make sure that online postings do not violate any non-disclosure or confidentiality obligations and disclose Company trade secrets and confidential and proprietary information. Staff members should not disclose the Company's confidential information, or personally identifiable information of anyone at the Company or of clients, customers, candidates or employees, in online postings or publications. The disclosure of this type of information, even unintentionally, could result in harm to the Company and legal action against both the employee and the Company. Employees should never identify a client, co-worker, or candidate in social media postings without their express consent.

Responding to Negative Comments and Complaints in Social Media Accounts

Only Management and/or the Human Resources Manager and may respond to negative comments posted on social media accounts. Employees who see a comment that may need attention and which looks like it has not been seen by the Company, should notify their Manager or HR.

Representing the Company on Behalf of the Employer

Employees should never represent himself or herself as a spokesperson for The AppleOne Group of Companies or other co-workers, clients, customers, colleagues or any other individuals who are associated with The AppleOne Group of Companies without permission. If an employee chooses to post online content relating to the Company, employees should make it clear that he or she is not speaking on behalf of the organization.

Any online activity relating to or impacting the employer should be accompanied by a disclaimer stating that "the posts on this website are my own and do not necessarily reflect the views of The AppleOne Group of Companies." This disclaimer should be visible and easy to understand and posted in the same language and font size of the post itself.

Use of Client and Candidates Names

Employees should not disclose the names of any clients, employees, or job candidates in any media forum for any purpose without the express written permission of the specific individual or the express consent of the President.

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Logo Usage

Except for business related purposes, employees are not allowed to use logos of the AppleOne Group of Companies without express permission of the President.

Post-Employment Responsibilities for Social Media

Upon termination (voluntary or not) of employment with the Company, employees are required to remove all reference with respect to his or her current employment with the Company from any business and/or personal social media site. Staff members may continue to list the fact he or she worked for the Company including past job duties, however the social media website should in no way imply that the former employee is still employed or currently associated with the organization. The Company's name and logos are trademarked and property of the Company. Any statement which may imply that staff members still work for the Company post-employment is a material misrepresentation of the truth for which the Company may take legal action.

Retaliation Prohibited

The AppleOne Group of Companies prohibits taking negative action or retaliating against any employee for reporting a possible violation of this social media policy. In addition, the Company also restricts the alienation of any staff member for co-operating in any investigation with respect to a potential social media policy violation.

USE OF SOCIAL MEDIA OUTSIDE OF WORK

Outside the workplace, employees have a right to participate in social media and networks using personal e-mail addresses and personal computers. However, information and communication that employees publish on personal online sites should never be attributed to the AppleOne Group of Companies or appear to be endorsed by, or to have originated from, the Company.

Should employees choose to disclose their affiliation with the Company on any online communication, all communication associated with the disclosure must be positive and professional and strictly in compliance with this and any other Company policy.

Staff members who engage harmful online behaviour or post disparaging remarks about a co-worker, candidate, Company client or the Company itself during off hours, will be subject to violation of Company policy and disciplinary action up to and including termination.

SOCIAL MEDIA GUIDELINES

Social media activity should:

1. Include Well Thought-Out Posts

In general, employees should think carefully before posting online because most online social platforms are open for all to see and once something is posted it can never truly be deleted.

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Despite privacy settings, employees cannot always be sure who will view, share or archive the information that is posted.

Employees should remember that any conduct, online or otherwise can negatively or adversely affect his or her job performance and also impact the employment of fellow co-workers, clients, customers and other associates of the organization. Employees should use their best judgment and exercise personal responsibility when posting to any social media.

2. Demonstrate Respect

When posting anything online, employees should always be fair, courteous and respectful to co-workers, clients, customers, colleagues and other individuals. Employees should never use profanity when using social media for business purposes. Employees should avoid using any statements, photographs, video or audio that may be viewed as obscene, physically threatening, harassing or abusive of co-workers, clients, customers, colleagues or other individuals. Employees should refrain from engaging in offensive postings that may create a hostile or abusive environment to include such disparaging remarks about race, sex, sexual orientation, age, gender, gender identity, national origin, color, disability, marital status, ethnicity, religion or any other protected class.

3. Be Honest and Accurate

Employees should always be accurate and honest in posting any news or information to social media and quickly correct any mistakes or errors. Employees should never post any information which is known to be false.

4. Consider your Professional Image

Remember what is written on social networks can be seen by employers, co-workers and bloggers. A good rule of thumb is to ask, would I be comfortable with a Supervisor or co-worker seeing what I posted? Would I be comfortable with this post showing up in search results for my name?

Social media activity should not:

5. Reveal a Contracted Client

Employees on a temporary assignment should not reveal the client Company. The Company expects staff to act in a professional manner at all times while on any temporary assignment. Social media activity which is not acceptable includes identifying oneself as an employee of the client Company on social media profiles, tagging or referencing the client Company in status updates, or blogging about the client Company.

6. Act as a Forum for Unwelcome Posts

Much of what employees are exposed to while on assignment is sensitive or confidential. Discussion on social media of disagreements or arguments with others while on assignment runs the risk of breaching Company obligations or simply just being wrong. Issues that employees may

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encounter while on a temporary assignment should be discussed with the appropriate AppleOne Group of Companies Branch Representative.

7. Engage in Political Discussions

While all staff may have views on various political topics, due to the controversial nature of some items employees should not post any political related comments or statements. Online communication associated with the organization should remain business focused.

ELECTRONIC DATA AND COMMUNICATIONS

Email Usage

The Company's Voice Mail system and E-mail system are the sole property of the Company and intended for business purposes only. Employees should not use a password, access a file, or retrieve any stored communication without authorization. To ensure compliance with this policy, all communications, including phone, voice mail, and Company electronic mail or personal email accessed on a Company machine or via a Company channel of communication, may be reviewed, monitored and/or recorded from time to time without notice by the Company.

The Company strives to maintain a workplace free of harassment and is sensitive to the diversity of its employees. Therefore, the Company prohibits the use of the E-mail system in ways that are disruptive, offensive to others, or harmful to staff morale. Email any online activity must be free of illegal discriminatory, threats of violence, obscene or illegal harassment.

For example, the display, transmission or forwarding of e-mail that contain sexually suggestive objects or pictures, sexually explicit images, messages, cartoons or posters, jokes, suggestive or obscene letters, notes or invitations, are strictly prohibited. Sending and forwarding of e-mail that may be offensive to others and involve protected classes race, sex, sexual orientation, age, gender, gender identity, national origin, color, disability, veteran status, marital status, ethnicity, religion or any other protected class is not allowed. Other such misuse includes, but is not limited to, ethnic slurs, derogatory or racial comments, epithets, off-color jokes, or anything that may be construed as harassment, or illegal.

Company Property

The Company uses various forms of electronic communication including, but not limited to computers telephones, fax machines, and all on-line services paid for by the Company. The computer system, including hard drives, computer files, communications, electronic equipment, cell phones, and software furnished to employees remain the sole property of the Company and are to be used only for Company business and not for any personal use.

The computer systems contain and utilize information that is the confidential and proprietary property of the Company and may not be copied, published, or disclosed to others without written authorization of the President.

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The Company provides Internet access to its employees to assist and facilitate business communications and work-related research. These services are for business use only in the course of an employee's assigned duties. The Company reserves the right to monitor employee Internet use at any time. Employees should not consider their internet usage to be private. Personal passwords are not an assurance of confidentiality, and the internet itself is not secure. The Company also reserves the right to access and review electronic files, messages, mail, etc. and to monitor the use of electronic communications on Company machines or that pass via Company channels of communication as is necessary to ensure that there is no misuse or violation of Company policy or any law.

Employees given offsite access to Company information or computer systems via virtual private networking or other means of telecommunication access are limited to the user login issued for the access. Offsite access logins are not to be shared.

Employees who misuse Company equipment and engage in defamation, copyright or trademark infringement, misappropriation of trade secrets, discrimination, harassment or related actions will be subject to immediate termination.

All electronic information created by any employee using Company property and any means of electronic communication is the property of the Company and remains the property of the Company.

ENFORCEMENT

Policy violations will be subject to disciplinary action, up to and including termination for cause.

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