

## **WELLVICA SOCIAL MEDIA & NETWORKING POLICY**

### **Introduction**

Social media platforms have created new opportunities for individuals and businesses to communicate, share information, build relationships, and engage with consumers. These platforms can be highly effective tools for strengthening brand awareness and consumer trust.

While digital engagement offers significant benefits, it also carries certain responsibilities and risks. Therefore, WELLVICA Private Limited (hereinafter referred to as “WELLVICA” or the “Company”) has established this Social Media & Networking Policy to ensure that all online interactions are ethical, professional, lawful, and aligned with the values and reputation of WELLVICA.

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### **Scope**

This Policy provides guidance regarding the use of social media and networking platforms by employees, Direct Sellers, franchisees, vendors, suppliers, customers, and all other persons associated with WELLVICA.

This Policy applies to all forms of online communication, including but not limited to:

- Social Networking Sites
  - Blogs
  - Microblogs
  - Online Forums
  - Discussion Boards
  - Websites
  - Chat Rooms
  - Messaging Platforms
  - Video Sharing Platforms
  - Professional Networking Platforms
  - Any other digital communication channel
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## **Applicability**

This Policy shall apply to:

- Employees
  - Direct Sellers
  - Customers
  - Franchisees
  - Suppliers
  - Vendors
  - Stockists
  - Wellmarts
  - Authorized Representatives
  - Any person associated with WELLVICA
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## **Applicable Laws**

This Policy shall be governed by:

- Consumer Protection Act, 2019
  - Consumer Protection (Direct Selling) Rules, 2021
  - Consumer Protection (E-Commerce) Rules, 2020
  - Information Technology Act, 2000
  - Copyright Act, 1957
  - Trade Marks Act, 1999
  - Any other applicable laws in force in India
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## **Purpose**

The purpose of this Policy is to:

- Establish standards of responsible online behavior.

- Protect the reputation and goodwill of WELLVICA.
  - Prevent legal, regulatory, and reputational risks.
  - Promote ethical and professional communication.
  - Ensure compliance with applicable laws and Company policies.
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### **Personal Social Media Accounts**

Direct Sellers and employees may maintain personal social media accounts.

Personal accounts should:

- Be used primarily for personal communication.
- Avoid creating confusion regarding official representation of WELLVICA.
- Not disclose confidential Company information.
- Clearly distinguish personal opinions from Company positions.

Although individuals may attempt to separate personal and professional identities, online activities may still be associated with WELLVICA. Therefore, responsible conduct is expected at all times.

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### **Professional Social Media Accounts**

Where a social media account references WELLVICA, its products, services, or business opportunity, the following rules shall apply:

#### **Permitted Activities**

- Mentioning your role or association with WELLVICA in your profile.
- Sharing Company-approved content.
- Promoting WELLVICA products and services in compliance with Company guidelines.
- Engaging respectfully with customers and prospects.

#### **Restrictions**

- Do not present personal accounts as official Company accounts.

- Do not use “WELLVICA” as part of your username without written approval.
  - Do not disclose confidential Company information.
  - Do not share proprietary business information or intellectual property.
  - Do not publish content that damages WELLVICA's reputation.
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## **DO's & DON'Ts for Employees**

### **DO's**

- Follow the WELLVICA Code of Conduct.
- Verify information before posting.
- Respect copyright, trademark, and intellectual property rights.
- Use social media responsibly and professionally.
- Focus on work responsibilities during working hours.

### **DON'Ts**

- Do not disclose confidential Company information.
  - Do not share customer or Company-sensitive information.
  - Do not post offensive, defamatory, discriminatory, or inappropriate content.
  - Do not engage in bullying, harassment, character assassination, body shaming, or communal hatred.
  - Do not tag WELLVICA in objectionable content.
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## **DO's & DON'Ts for Direct Sellers**

### **DO's**

- Follow WELLVICA's Code of Conduct and Policies.
- Use only Company-approved promotional materials.
- Ensure all promotional content includes required Company contact information.
- Present product information accurately and transparently.

## **DON'Ts**

Direct Sellers shall not:

- Disclose confidential information.
  - Upload customer or Company-sensitive data.
  - Post objectionable content involving WELLVICA.
  - Publish fake reviews or impersonate consumers.
  - Make unauthorized product claims.
  - Make unauthorized income claims.
  - Sell WELLVICA products through unauthorized e-commerce platforms.
  - Promote competing direct selling companies using WELLVICA-related channels.
  - Defame the Company or its associates.
  - Engage in cross-line recruitment or sales.
  - Participate in pyramid schemes or money circulation schemes.
  - Use fraudulent, coercive, misleading, or unlawful marketing practices.
  - Engage in unfair trade practices prohibited under applicable laws.
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## **Social Media Ethics**

### **Recommended Practices**

1. Engage positively with posts through likes, comments, and meaningful interactions.
2. Keep private conversations private.
3. Maintain a positive and professional tone.
4. Think carefully before posting.
5. Respect others' opinions and viewpoints.

### **Practices to Avoid**

- Adding people to groups without permission.
- Tagging people in promotional posts without consent.

- Posting vague, negative, or attention-seeking messages.
  - Excessive self-promotion.
  - Interrupting conversations with unrelated marketing messages.
  - Making misleading statements or exaggerated claims.
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### **Social Media Monitoring Committee**

WELLVICA shall maintain a Social Media Monitoring Committee appointed by the Board of Directors.

The Committee shall:

- Monitor social media activities relating to WELLVICA.
  - Review reported violations.
  - Provide guidance regarding compliance.
  - Recommend corrective actions where necessary.
  - Update guidelines periodically.
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### **Think Before You Post**

Everything posted online may remain publicly accessible indefinitely.

Before posting, ask yourself:

- Is the content accurate?
- Is it respectful?
- Is it lawful?
- Does it reflect WELLVICA's values?
- Would I be comfortable if this post were viewed by customers, regulators, competitors, or the media?

If there is any doubt, do not post.

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### **Responsibility**

Individuals are personally responsible for their online activities.

Where WELLVICA is referenced, users should clearly identify themselves and avoid creating the impression that they are speaking on behalf of the Company unless officially authorized.

Suggested Disclaimer:

*"The views expressed here are my personal views and do not necessarily represent the views of WELLVICA Private Limited."*

Only officially authorized accounts may use the WELLVICA logo or represent the Company.

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## **Confidentiality**

All confidential information relating to:

- Customers
- Employees
- Direct Sellers
- Suppliers
- Business Operations
- Products
- Technology
- Marketing Plans

must remain protected.

Confidential information shall never be disclosed through social media platforms.

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## **Intellectual Property Rights**

Users must respect all applicable intellectual property laws.

No person shall:

- Use WELLVICA trademarks without authorization.
- Publish copyrighted material without permission.

- Infringe any third-party intellectual property rights.

All users must comply with WELLVICA Brand Guidelines and Intellectual Property Policies.

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## **Prohibited Content**

The following content is strictly prohibited:

- Illegal Products or Services
  - Tobacco Products
  - Adult Content
  - Unsafe Drugs or Substances
  - Copyright or Trademark Infringement
  - False or Misleading Information
  - Fraudulent or Deceptive Practices
  - Discriminatory Content
  - Hate Speech
  - Harassment or Threats
  - Political Exploitation
  - Unauthorized Income Claims
  - Pyramid Scheme Promotions
  - Claims prohibited under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954
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## **Consequences of Violations**

Violation of this Policy may result in:

- Warning Notices
- Removal of Content
- Suspension of Privileges

- Suspension of Direct Seller ID
  - Termination of Employment or Association
  - Legal Proceedings
  - Claims for Damages
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### **Notification of Changes**

WELLVICA reserves the right to amend, modify, or update this Policy at any time.

Any changes shall become effective immediately upon publication on the official website.

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### **Contact Us**

For any clarification, approval, or support regarding social media activities, please contact:

**Email:** [support@wellvica.com](mailto:support@wellvica.com)

**WELLVICA PRIVATE LIMITED**

*Live Well • Grow Well*