

# EDITORIAL POLICY for social media

## Welcome to all bicycle enthusiasts!

Lambert is pleased to welcome you to our various social exchange platforms; the right place to find information and share your ideas about our industry and activities.

## INTRODUCTION

This policy governs the social media postings and comments made by authorized Lambert employees about Lambert and its programs. In this policy, the terms “social media” and “social networks” both refer to any online mechanism that is interactive or allows users to write comments, including but not limited to: Wikipedia, Google+, Facebook, Twitter, LinkedIn, SlideShare, Flickr, YouTube and blogs.

The primary objective of our social media presence is to better inform our dealers. We aim to stay in touch with them and to facilitate communication by sharing content that is deemed to be interesting and relevant to our industry and to our activities. In so doing, Lambert hopes to create a climate of sharing and two-way communication with our dealers. Everything we do is listening-based and service-oriented. Sharing and collaboration through social networks is also strongly encouraged, so long as the contributions are respectful of netiquette conventions. We accept that it is not possible to oversee everything that happens on the Web, and agree to release some control over content to its users. Lambert also accepts constructive and respectful comments and commits to remaining authentic.

Messages that we release through social media do not take precedence over those released through Lambert’s usual channels. Lambert’s social networks are in addition to the company’s website, those of our proprietary brands and thematic websites. In no way do they replace them. In case of a discrepancy, content from Lambert’s website will take precedence over our social media content.

You are invited to join the conversation on the following platforms:

-  CyclesLambert ([www.facebook.com/CyclesLambert](http://www.facebook.com/CyclesLambert))
-  cycles-lambert ([www.linkedin.com/company/cycles-lambert](http://www.linkedin.com/company/cycles-lambert))

Content posted on Lambert’s aforementioned official social media platforms is public and can be viewed by anyone. It should not penalize those who do not have access to the content.

All republished content must list the original author. We are committed to protecting intellectual property. Nonetheless, ideas, scenarios, suggestions, concepts, etc., that are submitted to Lambert through social media are provided of free will and free of charge. Lambert will in no way compensate any person for their contribution, nor be held responsible for that content.

We appreciate comments and questions about what we share. We will read all responses and direct messages.

## NETIQUETTE

Netiquette refers to the collection of social conventions that governs the behaviour of internet users on the Web, especially regarding public forum and email exchanges.

We are committed to keeping confidential the information users share with us. As a result, we are unable to deal with specific issues or cases through social media.

We encourage our subscribers to share their opinions among themselves. Nonetheless, the debate becomes less interesting when it is a private conversation between a few participants.

The addition of links to other sites is authorized, so long as the content is relevant. We are not responsible for the content of those sites.

The use of capital letters in a posting is considered shouting. Comments written in lowercase are just as valid and much more agreeable to read.

Despite being very open-minded, we reserve the right to change the usage rules at any time and without prior notice.

### **MODERATION**

All comments will be read and considered. Reasons why a comment may be removed include:

- The remark is considered defamatory, hateful, racist, xenophobic, homophobic, sexist or distasteful.
- The posting is considered a form of advertising, including comments that promote products or services.
- The text is posted several times or is off topic.
- The message contains confidential information such as personal information.

### **PRIVACY AND PROTECTION OF PERSONAL INFORMATION**

We are committed to respecting the right to privacy. If you would like to post pictures or videos on this page, be sure to obtain the consent of those depicted.

Protect your own and other people's privacy. If you would like to share your experience, be careful not to reveal sensitive or personal information.

### **tone of communications**

The site moderator will use clear, professional language at all times when responding to users. The moderator will use either "we", the official name Lambert or simply Lambert and their initials or first name when postings are signed. As a result, shared content from the website, press releases or public answers to questions do not require initials, however the author must be clearly identified when providing more personal responses.

### **RESPONSE TIME**

Lambert is committed to responding within a reasonable time frame and during its opening hours. Response times may vary depending on the situation. Please note that we are not always able to contribute to and monitor our account in real time. Moreover, the social networks belong to third parties and their sites are sometimes not available. We apologize for the inconvenience, but we cannot be held responsible for the lack of service during those downtimes.

### **OFFICIAL LANGUAGES**

Despite the instantaneous nature of social media, Lambert is committed to always using proper language in both English and French and to respecting the language conventions of the various platforms. Our communications through social media will be released in both languages. We will use the Facebook tool to target by language. When answering a question, Lambert will respond in the language in which the question was asked; English for a question asked in English, French for a question asked in French.

### **VALIDITY AND AVAILABILITY OF ANSWERS**

Answers provided in response to questions and comments are valid on the day they are posted. Users cannot use answers previously provided by Lambert to answer a current question. Each new question is answered in accordance with changes to the law and context. We reserve the right to remove answers that are deemed no longer pertinent.

### **REDIRECTING COMMENTS**

It may sometimes be necessary to redirect comments when exchanges require more than a short explanation or when personal information is requested. In that case, users may be redirected to a customer service email or telephone number, or a private discussion may be requested via email, a private message or an exchange of telephone numbers.