

SOCIAL MEDIA POLICY

PMSI institutes this policy in reference to its digital presence in social media (SM) sites. This policy is designed to secure a decent experience for everyone participating on SM sites (facebook, twitter, blogs, etc.) You should read this before participating in our networks.

A. INSTITUTIONAL USE

The activity of PMSI in social networks aims to promote the presence and services of PMSI throughout the community. PMSI encourages conversation through the internet of both PMSI and its employees, in line with the values that compile and inspire our organization.

PMSI pages in social networks (Facebook, Twitter, blogs, etc.) are aimed at parents, grandparents, families, medical professionals and society at large who are interested in healthcare.

It is key to remember that any information contained in our social networks is not intended as a substitute for professional medical advice. It is therefore complementary, and strives to encourage education and good healthy habits. The user accepts all responsibility for the way he/she chooses to use this information.

DISCLAIMER: Concerning the publication of contents, PMSI is only accountable for those developed by PMSI pledging to ensure the quality of the content posted on our sites.

Posts from others, groups or websites are their own responsibility and in no case can be attributed to PMSI.

PMSI reserves the right to remove content that does not meet the standards of this social media policy.

1. PMSI is committed to encourage through the online channel a new healthcare model in which patients share responsibility for their own health. PMSI considers the presence in social networks not only inevitable, but also values it as a way to connect with and educate the community.
2. The conversational tone will always remain friendly and respectful.
3. PMSI will remain transparent. Contributions made to our social networks will not be

erased unless they are considered offensive, use offensive language, violate the privacy of individuals or refer to an entirely alien subject to PMSI or the topics being discussed.

4. PMSI is dedicated to offer content that might be useful and interesting.

5. Regarding the content developed or recommended by PMSI from other sources, the organization agrees to comply with local, state, and federal law as well as follow recommended ethical guidelines within the industry including:

- To link directly to the original sources and explicitly acknowledge the authorship.
- To recognize and correct errors in the shortest possible time.

6. The SM director will do everything possible to oversee all questions and comments that are contributed. The SM director will generally attend to the supervision of its pages and sites Monday through Friday.

B. PERSONAL USE

Social media offers unlimited opportunities that employees working at PMSI can enjoy responsibly. PMSI offers the following advice when interacting in social networks from your personal profiles:

- Any PMSI employee with a personal profile on social networks should make it clear that he/she is participating personally and not on behalf of PMSI.
- Respect your time. All time and effort spent on your personal site should be done on your personal time. It should not interfere with your job duties or work commitments.
- You must use a non-corporate e-mail to register personal accounts (such Gmail, AOL or Yahoo, for instance) in any website not owned by PMSI, as this information could be used for unintended purposes.
- Keep in mind that you should not disclose confidential information about PMSI, its professionals or patients. Under current law, it is forbidden to disclose any personal health information, including images of patients, in any social network or digital media.
- You shouldn't post any derogatory or offensive remarks. We recommend being respectful and professional in the relationship with other PMSI

employees, customers, suppliers, other healthcare organizations and patients and families in general.

- It is strongly advised to avoid participation in actions that may have a negative impact on the reputation of PMSI and its employees.

General Posting Guidelines:

- PMSI ensures the protection of minors. For this reason it is strictly banned to publish photographs, videos or any graphic material where minors appear without the permission of its parents or legal guardians.
- You should check the copyright policy of any content you want to share on PMSI social networks and provide the source of your information.
- The opinions of other participants will be respected, even if they are not shared. Insults or use of offensive, racist, violent or intolerant language, or the promotion of illegal activities will be allowed. Such content will be removed.
- It is highly recommended to avoid posting personal information (address, phone, details of medical care, etc.) on the sites of PMSI.
- You should avoid advertising businesses, services or events for profit.
- Use privacy settings when appropriate

PMSI reserves the right to delete any message that does not comply with these rules or to block the activity of participants on its sites if they repeat non-compliant behavior.

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