



Performance Open Wheel Racing Inc. Social Media Policy

In the fast evolving world of digital media, social media can mean many things, Social media includes all means of communicating or posting information or content of any sort on the internet, including to your own or someone else's web blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with POWRi, as well as any other form of electronic communication.

The most common forms of social media are Facebook and Twitter, but continue to evolve with Instagram, Snapchat and other forms of peer-peer and user generated content sites. Even though these forums may seem informal, often it is a home for people who choose to vent frustration. Ultimately, you are solely responsible for what is posted online from accounts managed by yourself, or those you may be responsible for (minors under 18).

Before creating online content yourself and/or allowing others the ability to post online content for you, consider some of the risks that you may pose. Keep in mind that any of your conduct that adversely affects POWRi, our track partners, our sponsors and all other members and participants or POWRi may result in disciplinary action up to and including suspension.

Does this Apply to Me?

This new Social Media policy applies to all POWRi Competitors, Series, and Officials. A Competitor is a Driver, Entrant, Family member, Crew Member or any other individual or entity who is a Member and participates competitively in a POWRi-sanctioned event. An Official is any and all authorized POWRi officers, employees, agents, representatives, and subcontractors. POWRi reserves the right to apply the policy to other Members as it deems appropriate. This new policy is in effect immediately and will be posted on all POWRi rulebooks and websites for members. For 2019, this policy will become part of the annual waiver and credentialing process.

Know the Social Media Rules

Carefully read these guidelines, as well as the rule book before you decide to post anything and make sure it is consistent with this policy. **Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including suspension.**

Be Respectful

Always be fair and courteous to others. Keep in mind that you are more likely to resolve complaints by speaking directly with others than by posting complaints to a social media outlet. Nevertheless, if you

decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, abusive, threatening or intimidating, that disparage others or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation, or post that could contribute to a hostile track-side environment on the basis of race, sex, disability, religion, or any other status protected by law, rule, or policy.

Be Honest and Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Almost all controversial posts, even if deleted still can run rampant thanks to a simple screenshot of that post. Posts are "on the record" and available to the media, public, sponsors, and other business partners and subject to discovery in litigation matters. Never post any rumors, speculation or information about POWRi or others until an official announcement release or other post by official social media accounts has been made to the public and media.

Take a Deep Breath before Hitting the Keyboard: Don't Retaliate

POWRi prohibits taking negative action against any Member or other for reporting a possible deviation from this policy or for cooperating in an investigation. Any member who retaliates against another Member or other for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

1. **Identify yourself from the first encounter.** Write under your own name, include your role with the company provide a way for people to communicate with you.
2. **Be accurate.** It is a violation of company policy to knowingly or recklessly disseminate false information. It is critical that your facts are accurate and that you are a true "expert" on the topics you address.
3. **Be mindful of others.** Give credit where credit is due. Your comments also may impact colleagues beyond your home country.
4. **Respect your audience.** Add value and provide worthwhile information and perspective. Contribute from a positive point of view. Be the first to respond to your own mistake if they happen.
5. **Use good judgment.** Do not comment on current or former employees, customers, competitors, suppliers, distributors, governmental bodies, officials or other stakeholders. Do not post photos or other images that show an irresponsible manner.
6. **Keep it civil.** Do not make comments or otherwise communicate in a manner that is obscene, threatening, intimidating, harassing, libelous or discriminatory on the basis of age, race, color, religion, sex, sexual orientation or gender identity and expression, genetic information, disability, national origin, or any other legally recognized protected basis. Those communications are disrespectful, unprofessional and will not be tolerated by POWRi.

7. **Pause before you post.** If something makes you uncomfortable, think twice and review the situation. Discuss it with Communications.
8. **Protect yourself.** You will be responsible for any material, content or links posted by other parties on your blog. Never publish personal, identifiable information about another person. Respect laws protecting copyrights, trademarks and other third-party rights. Provide references to information sources you use and copyrighted works you identify in your communications. Do not alter POWRi logos, brand names or slogans.

POWRi reserves the right to modify this policy as it deems appropriate in its discretion. In such case, POWRi will provide: 1.) existing Members with a bulletin and the revised policy via the electronic mail account on file with POWRi for the Member, Entrant and/or Associate and post the bulletin and the revised policy on the POWRi Website; 2.) new applicants with the revised policy as part of the membership application materials

For more information

Nothing in this social media policy is meant to discourage Members from exercising their rights to use social media. Social media plays an integral role in reaching out to and growing our fan base. It is a way to give fans direct interaction with POWRi, drivers, teams, tracks, and sponsors. This policy, if used correctly, will only enhance and brighten this experience for all parties involved.