



IVASS
ISTITUTO PER LA VIGILANZA
SULLE ASSICURAZIONI



Social media policy

This document describes the social media policy regulating publication and interaction on IVASS' social channels.

Please find below IVASS' **official** institutional social media profiles:

- **Instagram**

<https://www.instagram.com/ivassocial/>

- **LinkedIn:**

<https://www.linkedin.com/company/ivass-istituto-per-la-vigilanza-sulle-assicurazioni>

- **Youtube:**

<https://www.youtube.com/playlist?list=PLyLMpVKJsPvZLWlicdCapcwzAQDk0G7G>

- **X:**

<https://twitter.com/ivassocial>

- **Flickr**

<https://www.flickr.com/photos/ivass-album/albums>

Any other social profiles that present themselves as related to IVASS are **not** managed by the Institute and are **not** attributable to it.

Purposes and content

IVASS uses social networks to inform and communicate with the public about initiatives of general interest or taken in the performance of its institutional functions, encouraging participation and dialogue to promote transparency and debate.

The contents disclosed are those of external relevance and cover, by way of example: IVASS' tasks, activities and services provided, publications and official documents, as well as insights on initiatives and events, institutional images and videos.

IVASS' social channels cannot be used to request - through direct messages, comments, mentions - personal information or direct assistance (e.g. on files, communications related to administrative procedures, personal issues, reports and other such documents).

For such needs, exclusive reference should be made to the official contact channels indicated on the Institute's website: <https://www.ivass.it/chi-siamo/in-sintesi/contatti/index.html>.

Competent Office

IVASS' social media accounts are managed by its Head of Communications and Media. Any remarks, comments and proposals on the social media policy may be sent to the address ufficiostampa@ivass.it.

Management

IVASS' social channels are **regulated, managed and monitored during working hours from Monday to Friday from 8.00 to 16.00**. No preliminary moderation is provided. In general, there is no guarantee of a direct response to mentions, posts, or comments, and it should be noted that there is no minimum or maximum response time. In any case, IVASS does not respond to queries or personal requests received via social media.

Followers on IVASS' social media channels are not automatically followed. The fact that IVASS follows other users' accounts, befriends them, includes them in its lists of interests, or comments on other users' content and/or adds a like to it **does not imply** that the Authority shares the line of thinking of the users concerned or endorses the content posted by them.

Content from third parties

IVASS may occasionally share - through its social accounts - contents and messages of public interest and value produced by third parties. In these cases, IVASS simply verifies the reliability of the source, but not of the content.

Users' comments and posts reflect the opinion of individuals and not that of IVASS, which accepts no liability for what is published by third parties on its channels.

This is without prejudice to the Institute's commitment to take action - ex post and during office hours - to remove the comment or content that does not comply with the policy.

The presence of advertisements beside the contents published inside IVASS profiles in the various social networks is not under the control of IVASS, but is managed independently by the platforms themselves (Instagram, LinkedIn, X, Flickr, YouTube).

Rules of conduct

Interaction with IVASS social media accounts must take place in accordance with the law and the standard rules of fairness and politeness that govern social interactions. Everyone is responsible, including on legal grounds, for the content they post and the opinions they express.

On IVASS social channels, it is appropriate to express one's opinion politely, avoiding content that is not relevant (off-topic comments) with the Institute's communication purposes.

Polite, relevant and respectful conversation is encouraged: everyone is asked to respect the opinions of others and to express their ideas in a fair and moderate way and – where data and opinions are presented – support their statements with links to reliable and verifiable sources.

In any case, posts, comments or materials **will not be allowed** if they:

- use inappropriate language and/or a threatening, aggressive, vulgar or offensive tone;
- have the purpose of promoting products and services, contain advertising, spam or self-promotion;
- directly or indirectly disclose personal data and information (names, email addresses, telephone numbers, tax numbers, bank account numbers, addresses, reference numbers of documents or files, videos or images that may identify individuals, etc.), sensitive data or data and information that may in any way cause damage or harm the privacy or reputation of the persons concerned;
- directly or indirectly contain information relating to minors;
- contain obscene content or can offend the common morality and sensibilities of users;
- have discriminatory content against gender, race, ethnicity, language, religious beliefs, political opinions, sexual orientation, age, personal and social conditions, or health;
- have sexual content or links to sexual content;
- contain information that may compromise the security of public systems;
- have illegal content or encourage illegal activities;
- infringe copyright or registered trademark;
- spread fake news.

In case of violation of the above rules and whenever it is ascertained that a behaviour has been carried out for the sole purpose of discrediting the Institute, its activities and staff, IVASS will take one of the following actions according to the seriousness of the breach:

- any post, comment, content that does not comply with the rules described above will be removed;
- users will be banned or blocked where possible and deemed necessary;
- offenders will be reported to the platform managers and, in the most serious cases, to the competent authorities.

Reproduction of Content

Text, photographs, infographics, videos and other multimedia materials published on the social channels of IVASS may be freely reproduced, subject to prior notification to the Institute, provided credit is given to the original source.

Privacy

The processing of users' personal data shall follow the policies applicable on the platforms used. Personal or sensitive data included in public comments or posts on IVASS social media channels may be removed.

Data shared by users through private messages sent directly to the Institute through its social media channels will be treated in compliance with current European and national regulations on the protection of personal data and with Italian privacy law, which can be consulted at the following link: <https://www.ivass.it/footer/privacy/index.html>.

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Contacts

Users can submit reports regarding the contents of this media policy to the address ufficiostampa@ivass.it