

## ***Social media policy***

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

*Any remarks, comments and proposals may be sent to the address [socialmedia@ivass.it](mailto:socialmedia@ivass.it).*

### **Purposes and content**

IVASS uses social networks to inform and actively communicate with the public, encouraging participation and dialogue to promote transparency and debate. The purpose of IVASS' social media presence is to provide information about initiatives of general interest or taken in the performance of its institutional functions.

The content disclosed concerns IVASS' tasks, activities and services provided, press releases, publications and official documents, as well as insights on initiatives and events, institutional images and videos. IVASS uses social networks also to gather comments, questions, criticisms and suggestions.

Social channels are not used to provide direct assistance to single users. For reasons of privacy protection, individual cases may not be examined.

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 (Twitter, Flickr, YouTube).

### **Competent Office**

IVASS' accounts on social networks are managed by the Secretariat Office of the President and the Board of Directors.

### **Reproduction of Content**

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

## **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.

## **Follows and shares**

Followers on IVASS' social channels are not automatically followed. When IVASS follows a social account, includes it in lists of interest, a retweet or a favourite on Twitter, it does not necessarily imply that it shares the same way of thinking.

IVASS' social channels are managed and moderated during working hours. Moderation is done ex post, i.e. after publication.

In general no direct answer to posts, messages or comments is guaranteed. If the topic is considered relevant and the communication style adequate, the Secretariat Office of IVASS' President responds to any requests received and joins the conversation.

## **Rules of conduct**

IVASS undertakes to manage platforms for dialogue and communication inside its social profiles, provided that participants - who can actively participate by posting comments and messages - comply with some rules.

Everybody must respect the opinions of others, present 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.

On IVASS' social channels no insults, vulgarity, attacks or threats will be tolerated, nor any attitude that promotes, fosters or perpetuates discrimination on the basis of gender, sexual orientation, race, language, religion, political beliefs, age, marital status, nationality, physical or mental disability. Messages containing sensitive data will be deleted.



No form of advertising, spam or promotion of private interests, conduct or encouragement of illegal activities shall be permitted.

The following types of comments and posts will be discouraged and moderated: comments not related to the specific topic published (*off-topic*); language or content judged offensive, misleading or alarmist, or not compliant with copyright law; sexual content or links to sexual content; comments and posts written to disturb the discussion; repeated posts.

IVASS reserves the right, in its sole discretion, to delete any content judged not compliant with these guidelines or with any applicable law. In case of breach of these rules or of those envisaged by the policy of the tools adopted, IVASS may put a temporary ban or permanent block to avoid further posts and may report the user to the subjects responsible for the platform and, if necessary, to the competent authorities.

## **Privacy**

The processing of users' personal data shall follow the policies applicable on the platforms used. The data shared by users through private messages, sent directly to the address [socialmedia@ivass.it](mailto:socialmedia@ivass.it), will be treated in compliance with Italian applicable privacy laws.