



## **Tilly's Social Media Policy**

In order to ensure that the Company and its associates adhere to their ethical and legal obligations, associates are required to comply with the Company's Social Media Policy. The intent of this Policy is not to restrict the flow of useful and appropriate information, but to minimize risk to the Company and its associates. If your activities on social media sites impact your work performance, the Company, or its employees, products, customers, relationships or reputation, the Company has a legitimate business interest in monitoring and responding to those activities.

This Policy applies both in and out of the workplace and covers both the use of Company sponsored social media, such as the Company's blog and customer forums, as well as the use of any general, public social media not sponsored by the Company, in which an associate's name and/or affiliation with the Company may be in any way identifiable. If you engage in online activity of which the Company becomes aware, and that activity impacts your work performance or the interests of the Company, its employees, products, customers, relationships or reputation, this Policy may apply, and discipline may result, even if the conduct occurred off duty on your personal computer. It is not the desire of the Company to infringe on your off-duty conduct, but the Company does want you to know that it reserves the right to take action for off-duty behavior if such behavior directly impacts the workplace or the legitimate interests of the Company.

### **Definitions**

While employed at the Company, associates might create, publish, and share content using social media websites. This content could be published in the form of blog posts, comments on blog posts, participation in discussions on online forums, biographical information in an online user profile, a "user generated" video or still image, or other content created by associates and published online.

This Policy is intended to define social media and its use. However, because the field of social media is a rapidly changing one, and new tools and technologies may come into use, the same standards still apply, regardless of whether these new tools and technologies have been specifically named in this Policy. For the purposes of this Policy, social media is defined to include, but is not limited to, the following:

- Blogs
- Message Boards
- Chat rooms
- Online forums
- Social networks
- Video sites

## **Prohibited Subjects**

In order to maintain the Company's reputation and legal standing, the following subjects may not be discussed by associates in any form of social media:

- Company confidential or proprietary information
- Confidential or proprietary information of clients, partners, vendors, suppliers and co-workers
- Embargoed information such as launch dates, release dates, and pending reorganizations
- Company intellectual property such as drawings, designs, software, ideas and innovation
- Disparagement of company's or competitors' products, services, executive leadership, employees, strategy, and business prospects
- Explicit sexual references
- Reference to illegal drugs or illegal activities
- Obscenity or profanity
- Disparagement of any race, religion, gender, sexual orientation, disability or national origin
- Employment referrals or recommendations about current or former employees

## **Leave the Advertising to the Company**

Unless it is part of your job description and done at work, do not attempt to create public interest in the Company or its products. Do not encourage testimonials from the public and do not send messages to others that might be considered to be "spam" or unwanted solicitations.

Media contacts about the Company and its current or potential products, employees, partners, customers, and competitors should be referred for coordination and guidance to the Legal or Human Resources Departments. If your online activity generates contacts from third parties, you are not authorized to speak on the Company's behalf.

## **Do Not Compete with the Company**

You may not sell any product or service that would compete with any of the Company's products or services without permission in writing from the Chief Executive Officer, Chief Financial Officer or the General Counsel. This includes, but is not limited to clothing, shoes and accessories. If in doubt, talk with your manager or Human Resources.

## **You May Incur Legal Liability as well as Loss of Employment**

Please be advised that you are legally liable for anything you write or present online. Associates can be disciplined by the Company for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, create a hostile work environment or in any way violate this Policy. You can also be sued by Company employees, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or creating a hostile work environment.

### **Additional Guidelines to Follow**

Associates should also remember that posts made to social media websites become viral and will be publicly available for a long time, even if they are deleted from the website to which they were originally posted. In addition, Associates should protect their personal privacy. Associates should be very cautious before they post their home address, phone number, Social Security number or any personal identifiable information to a social media website.

### **Requirements for Non-Exempt Associates**

Non-exempt associates are paid for all hours worked in accordance with applicable law. They are responsible for accurately recording their time and are prohibited from working off the clock. Non-exempt associates must have a legitimate business reason for accessing and/or posting information to social media sites while on the clock. Work-related use of social media by nonexempt associates while off the clock is strictly prohibited.

### **Supplements Existing Employee Agreements**

Associates understand that this Policy supplements, but does not supersede the Company's Code of Ethics and Business Conduct, any other Company policies or agreements the associate may have entered into with the Company. Associate hereby agrees to comply with the terms of this Policy and understands that failure to do so may result in disciplinary action up to and including termination.