

Guidelines for Siemens Blogs

Siemens AG
Corporate Communications

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Introduction

Blogs provide a new opportunity to transfer knowledge, convey information and encourage cooperation. Bloggers can build up intensive contacts with a wide variety of target groups in an open, direct and personal way. Blog users, on the other hand, can comment on entries and submit posts themselves. From the company's point of view, blogs are a good way to improve employee communication and cooperation as well as reveal blind spots in our operations, air controversial issues and discover employee wishes and customer requirements.

The aim of these guidelines or "user code" is to inform you of the mandatory legal requirements applying to Siemens bloggers and blog users. It is not to reduce the fun of blogging in any way but to remind you once again of the applicable and already existing regulations in the Business Conduct Guidelines (see link at the bottom of this document), which are binding for all Siemens employees. Compliance with these guidelines will ensure that blogging doesn't take place in a legal gray zone or generate conflict with other employees or the company.

These guidelines apply to all Siemens electronic networks (Internet, intranet, extranet). If you want to set up and operate a Siemens Internet blog for an external target group, you'll need the express authorization of your supervisor.

Siemens User Code for Bloggers

- 1. All employees are personally responsible for ensuring that the company time they spend on blogging is consistent with the performance of their official duties.**

"The devices and equipment in offices and workshops (such as telephones,

copying machines, PCs, software, Internet/Intranet, machines, tools) are to be used only for company business" (Business Conduct Guidelines, Chapter D, Handling of Company Property).

2. **Employees who operate or use a blog must comply with all applicable laws, ethical standards and the Siemens Corporate Principles.**

"We respect the personal dignity, privacy, and personal rights of every individual" (Business Conduct Guidelines, Chapter A3, Mutual Respect, Honesty and Integrity). "In no case may information be transmitted which incites racial hatred, glorification of violence, or other criminal acts, or contains material which is sexually offensive within the respective cultural background" (Chapter D, Handling of Company Property). This rule also applies to the contents of external Web sites, if employees provide links to these in a blog.

3. **When operating or using blogs, employees are responsible for their contributions and the company's image. This applies especially to employees who operate or make contributions to a Siemens Internet blog.**

"To a substantial degree, the image of Siemens is determined by our actions and by the way each and every one of us presents and conducts himself/herself. Inappropriate behavior on the part of even a single employee can cause the Company considerable damage. Every employee should be concerned with the good reputation of Siemens in each country" (Conduct Guidelines, Chapter A2, Responsibility for the Image of Siemens).

4. **Employees operating or using a Siemens blog must maintain strict confidentiality with regard to company secrets.**

"Confidentiality must be maintained with regard to internal corporate matters which have not been made known to the public. As an example, this includes details concerning the Company's organization and equipment, as well as matters of business, manufacturing, research and development, and internal reporting figures. The obligation to maintain confidentiality shall extend beyond the termination of the employment relationship" (Business Conduct Guidelines, Chapter E2, Confidentiality).

5. **Siemens blogs may not be used to distribute undesired advertising.**

"Every employee is obligated to abide by the rules of fair competition" (Business Conduct Guidelines, Chapter B1, Abiding by Fair Competition and Anti-Trust Legislation). Please don't use Siemens blogs for advertising in general. They are not meant for being an additional advertising channel.

6. **All relevant data protection and data security principles are to be followed when operating or using blogs.**

Personal information regarding third parties (private addresses, telephone numbers, ages, passwords or other private identification numbers) does not belong in a blog. In addition, please note that software for which the distribution rights have not been determined or which could damage third parties in any way (spyware, viruses, etc.) may not be offered or made accessible in a blog. "The advantages of electronic communication are tied to risks in terms of personal privacy protection and data Security. Effective foresight with regard to these risks is an important component of IT management, the leadership function, and also the behavior of each individual" (Business Conduct Guidelines, Chapter E3, Data Protection and Data Security).

Further documents

Business Conduct Guidelines

http://www.siemens.com/corporate_responsibility

(see there: Corporate Governance & Business Practices / Internal Guidelines)

Legal Guidelines for Siemens Web sites

<http://brandville.siemens.com>

(see there: Guidelines / Web Guidelines)

Corporate Information Security Guide

<https://cio.siemens.com>

(see there: Information Security / Security Guide)