



Social media policy

Royal London Insurance DAC

trading as

Royal London Ireland

(the “Company” or “Royal London Ireland” or “RLI DAC” or “We”, “Our”, “Us”)

Royal London Ireland uses a number of social media sites including Facebook, Instagram, Twitter and LinkedIn. This page tells you the conditions of their use by you when interacting with them. This policy also details the type of content we publish as well as how we interact with others on these platforms.

Where we engage

Royal London Ireland will engage on:

- Our [Website](#)
- Our [Facebook account](#)
- Our [LinkedIn account](#) and
- Our [Instagram account](#).

Pages, accounts or groups (other than those listed above) bearing the Royal London Ireland name do not represent Royal London Ireland.

Followers

Royal London Ireland will not be obliged to follow any of its followers/social media users. If Royal London Ireland follows a Facebook, Instagram, Twitter or LinkedIn account, it will not imply endorsement of any kind.

Content

Our social media accounts are not intended as a means for submitting media queries; these can be submitted via email to marketing@royallondon.ie. Our social media accounts allow Royal London Ireland to communicate news and updates in a timely manner and some of the following areas:

- Content from our website, including for example, business updates such as the launch of new products, highlights of particular product features, industry awards achieved by the business.
- Press releases and other statements from Royal London Ireland and/or the Royal London Group.
- Coverage of events attended or organised by Royal London Ireland and/or the Royal London Group.
- Press interviews with representatives of Royal London Ireland and/or the Royal London Group.

Acceptable Use

It is not advisable to post any personal or confidential information publicly on our social media pages, and if you do so, it is done at your own risk.

We encourage open debate and feedback on our social media channels. But we also want our social media accounts to be a safe and respectful environment for everyone to use. So that we can achieve this, we ask that you do not post anything (including words, images and videos) that would breach the following rules:

- Posts that are threatening, abusive, indecent or offensive,
- Promotes discrimination of any kind e.g. race, religion, age, gender, sexual orientation, membership of the travelling community, disability, civil status, family status.
- No spam is to be posted on our pages,
- Post personal or confidential information (we also advise this to keep your account protected from potential fraud),
- Breaches any law or regulations,
- Directs people to sites containing viruses or anything that might damage their computer or phone.

We will endeavour to help you with any queries relating to our brand, business or your policy as soon as we can.

How we manage our social media accounts

We are legally responsible for anything that appears on our own social media pages. We reserve the right to hide or delete anything which breaches the above guidelines or which we determine might cause offence to our social media communities and/or is otherwise in breach of this policy.

Royal London Ireland Facebook, Instagram and LinkedIn accounts are monitored to assess public posts for appropriateness. Royal London Ireland has the right to delete abusive or spam messages, posts and comments. This may result in followers being blocked and reported directly through the dedicated channels of the social media platform where the abuse took place. We may also block users who repeatedly breach this policy.

Royal London Ireland has no obligation to reply to posts or direct messages on our social media pages. Royal London Ireland has no obligation to respond through social media to people wishing to make a claim, make a complaint or report a breach. The correct way to communicate with us regarding a claim, complaint or to report a breach is via the details on our website (www.royallondon.ie) and/or via the contact information set out in your policy terms and conditions.

Royal London Ireland will not hide or remove content that doesn't breach this policy simply because it's negative to Royal London Ireland.

Our social media accounts may be managed by our employees and/or third parties appointed by us.

Data Protection

Social media platforms also have their own rules and terms that apply separately when interacting with us using that platform. We have no control over those terms. Social media platforms may remove your posts or take other action if you do not act in accordance with their rules and terms. We therefore encourage you to read the privacy policies and guidance published by each social media network that you use, as these make important disclosures about how the social media networks separately collect, hold and use your personal information and content.

We will process any data you share with us via social media platforms in accordance with our [Privacy Policy - Royal London IE](#). Royal London Ireland may decide to utilise additional/other forms of social

media in the future or to remove some or all of its existing social media platforms, at which point this policy will be updated. This policy will apply to any additional social media channels added.

Views and comments

Any comments or messages shared on our social media channels, that are not posted by Royal London Ireland, are the views and opinions of the person posting and are not the views of Royal London Ireland.

If we'd like to use anything you post or message to our social media accounts, we will ask your permission first.