

Data I/O Corporation Social Media Guidelines

These are the official guidelines for social media at Data I/O Corporation. If you're a Data I/O Corporation employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, Data I/O Community, or any other kind of social media both on Data I/O Corporation sites and off—these guidelines apply to you. We expect all who participate in social media on behalf of Data I/O to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in awhile to make sure you're up to date.

When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction and we believe social media can help you build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Data I/O and the things we care about.

If you participate in social media, please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at Data I/O and in the world.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow the Data I/O Code of Conduct, Data I/O Privacy Policy and Data I/O Employee Manual

Rules of Engagement

Be transparent. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging about your work at Data I/O, use your real name, identify that you work for Data I/O, and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. Transparency is about your identity and relationship to Data I/O. You still need to maintain confidentiality around proprietary information and content.

Be judicious. Make sure your efforts to be transparent don't violate Data I/O Corporation's privacy, confidentiality, and legal guidelines for external commercial speech. All statements must be true and not misleading and all claims must be substantiated and approved. Please never comment on anything related to legal matters

without the appropriate approval. Also be smart about protecting yourself, your privacy, and Data I/O Corporation confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

Write what you know. Make sure you write and post about your areas of expertise, especially as related to Data I/O and our technology. If you are writing about a topic that Data I/O is involved with but you are not the Data I/O expert on the topic, you should make this clear to your readers. If you publish to a website outside Data I/O Corporation, please use a disclaimer something like this: "The postings on this site are my own and don't necessarily represent Data I/O Corporation's positions, strategies, or opinions."

Perception is reality. In online social networks, the lines between public and private, personal and professional are blurred. Just by identifying yourself as a Data I/O employee, you are creating perceptions about your expertise and about Data I/O by our shareholders, customers, and the general public—and perceptions about you by your colleagues and managers. Be sure that all content associated with you is consistent with your work and with Data I/O Corporation's values and professional standards.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. Don't be afraid to bring in your own personality and say what's on your mind. Consider content that's open-ended and invites response. Encourage comments. And write in the first person. You can also broaden the conversation by citing others who are blogging about the same topic and allowing your content to be shared or syndicated.

Are you adding value? There are millions of words out there. The best way to get yours read is to write things that people will value. Social communication from Data I/O should help our customers, partners, and co-workers. It should be thought-provoking and build a sense of community. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or understand Data I/O better—then it's adding value.

Your Responsibility. What you write is ultimately your responsibility. Participation in social media on behalf of Data I/O is not a right but an opportunity, so please treat it seriously and with respect. Please respect brand, trademark, copyright, fair use, trade secrets, confidentiality, and financial disclosure laws. If you have any questions about these, see Tom Hogan or Joel Hatlen. Remember, you may be personally responsible for your content. Please also follow the terms and conditions for any third-party sites.

Be a Leader. There can be a fine line between healthy debate and incendiary reaction. Do not denigrate our competitors or Data I/O Corporation. Nor do you need to respond to every criticism or barb. Try to frame what you write to invite differing points of view without inflaming others. Some topics—like politics or religion—slide more easily into sensitive territory. So be careful and considerate. Once the words are out there, you can't really get them back. And once an inflammatory discussion gets going, it's hard to stop.

Did you screw up? If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

If it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with others at Data I/O. Ultimately, what you publish is yours—as is the responsibility. So be sure.