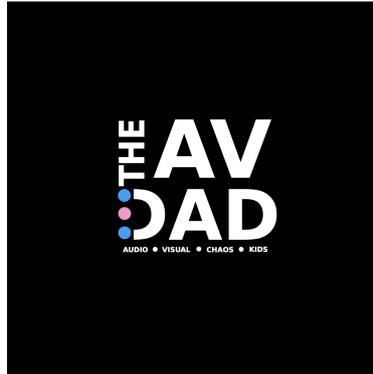


AUDIO VISUAL MEDIA LTD

SOCIAL MEDIA POLICY



Company Number: 11923110

Registered Address: 64 Windermere Road, High Lane, Stockport, Cheshire, SK6 8AJ

Contact: Mark Turner – info@audiovisualmedia.ltd

1. Purpose

This policy establishes the standards, expectations, and legal protections governing all social media activity connected to Audio Visual Media Ltd. It applies to all individuals representing or associated with the Company and ensures that all content is managed, controlled, and protected appropriately.

2. Brand Structure & Ownership

Audio Visual Media Ltd is the sole legal entity responsible for all operations, services, and content. 'The AV Dad' is a trading style and brand identity of Audio Visual Media Ltd and operates solely as a marketing and content platform. It does not constitute a separate legal entity. All content, branding, and activity under this identity are owned and controlled by Audio Visual Media Ltd.

3. Scope of Application

This policy applies to all digital platforms including but not limited to Instagram, TikTok, YouTube, LinkedIn, Facebook, websites, forums, and any other public or private digital platform where content may be shared.

4. Intellectual Property Ownership

All content created, produced, or published by Audio Visual Media Ltd, including that shared under 'The AV Dad', remains the exclusive intellectual property of the Company. This includes all video, audio, imagery, graphics, written content, formats, concepts, branding, and logos.

5. Usage Restrictions

No individual or organisation is permitted to copy, reproduce, distribute, download, edit, adapt, clip, re-upload, reference, or otherwise use any Company content without prior written permission. This applies to all platforms, including publicly accessible social media and forums.

6. Trademark & Brand Protection

All branding associated with Audio Visual Media Ltd and 'The AV Dad', including names, logos, and visual identifiers, are protected assets. No third party may use, imitate, replicate, or associate with these brands without written consent.

7. Monetisation Protection

Company content must not be used for financial or commercial gain without permission. This includes monetisation via social media platforms, advertising, sponsorship, or promotional use. The Company reserves the right to claim revenue and pursue enforcement action.

8. Branding Enforcement

All content must retain original branding and identification. Removal, alteration, or obscuring of logos or ownership indicators is strictly prohibited.

9. DMCA & Enforcement

Audio Visual Media Ltd actively enforces its intellectual property rights through DMCA takedown procedures and equivalent international systems. Any unauthorised use may result in content removal, account penalties, revenue claims, and legal proceedings.

10. Confidentiality

No client, project, or internal company information may be shared without written permission. This includes behind-the-scenes content, technical setups, and event details.

11. Conduct

All employees, freelancers, and contractors must act professionally and in a manner that reflects positively on the Company. They must not post misleading, damaging, or inappropriate content.

12. Staff Posting Restrictions

No employee, freelancer, or contractor may post or share any company-related content without prior written permission. This includes photos, videos, live streams, and discussions on public platforms.

13. Monitoring & Enforcement

The Company reserves the right to monitor social media usage relating to its brand and enforce removal of any unauthorised content.

14. Legal Compliance

All social media activity must comply with UK GDPR, copyright law, intellectual property law, and advertising standards.

15. Policy Review

This policy will be reviewed regularly and updated where necessary to reflect legal, operational, or technological changes.