



EDITORIAL POLICY for social media

Welcome to all bicycle enthusiasts!

HLC is pleased to welcome you to our various social exchange platforms; the right place to find information and share your ideas about our industry and activities.

INTRODUCTION

This policy governs the social media postings and comments made by authorized HLC employees about HLC and its programs. In this policy, the terms “social media” and “social networks” both refer to any online mechanism that is interactive or allows users to write comments, including but not limited to: Wikipedia, Google+, Facebook, Instagram, Vimeo, Twitter, LinkedIn, SlideShare, Flickr, YouTube and blogs.

The primary objective of our social media presence is to better inform our dealers. We aim to stay in touch with them and to facilitate communication by sharing content that is deemed to be interesting and relevant to our industry and to our activities. In so doing, HLC hopes to create a climate of sharing and two-way communication with our dealers. Everything we do is listening-based and service-oriented. Sharing and collaboration through social networks is also strongly encouraged, so long as the contributions are respectful of netiquette conventions. We accept that it is not possible to oversee everything that happens on the Web, and agree to release some control over content to its users. HLC also accepts constructive and respectful comments and commits to remaining authentic.

Messages that we release through social media do not take precedence over those released through HLC’s usual channels. HLC’s social networks are in addition to the company’s website, those of our proprietary brands and thematic websites. In no way do they replace them. In case of a discrepancy, content from HLC’s website will take precedence over our social media content.

You are invited to join the conversation on the following platforms:

 HLCBike (www.facebook.com/HLCBike)

 HLCBike (www.linkedin.com/company/HLCBike)

 HLC.Bike (www.instagram.com/HLC.Bike)

Content posted on HLC’s aforementioned official social media platforms is public and can be viewed by anyone. It should not penalize those who do not have access to the content.

All republished content must list the original author. We are committed to protecting intellectual property. Nonetheless, ideas, scenarios, suggestions, concepts, etc., that are submitted to HLC through social media are provided of free will and free of charge. HLC will in no way compensate any person for their contribution, nor be held responsible for that content.

We appreciate comments and questions about what we share. We will read all responses and direct messages.

NETIQUETTE

Netiquette refers to the collection of social conventions that governs the behaviour of internet users on the Web, especially regarding public forum and email exchanges.



We are committed to keeping confidential the information users share with us. As a result, we are unable to deal with specific issues or cases through social media.

We encourage our subscribers to share their opinions among themselves. Nonetheless, the debate becomes less interesting when it is a private conversation between a few participants.

The addition of links to other sites is authorized, so long as the content is relevant. We are not responsible for the content of those sites.