

Social Media Policy

Policy Statement

Social media sites, platforms, and applications are useful marketing tools and can help drive our business. While the use of social media may provide team members a positive forum for information sharing, networking and social interaction, its use can also blur the lines between team members' professional and personal lives. This Policy is intended to clarify team members' professional responsibilities regarding the use of social media.

Purpose

The purpose of this Policy is to establish the requirements for how team members participate in social media. The Company does not intend to restrict the flow of useful and appropriate information, but instead wishes to minimize the risk to the Company and its team members. Nothing in this Policy restricts an hourly team member's right to engage in concerted activity regarding matters related to their terms and conditions of employment as proscribed by Section 7 of the National Labor Relations Act or otherwise limit a team member's rights under other applicable laws.

Scope

This Policy applies to all team members as well as any other individuals performing work for the Company or on the Company's behalf who use social media during work hours. This Policy also applies to the use of social media when away from work, including when using a personal computer or device and when using a non Company hosted social media site, if the individual's affiliation with Aaron's or Woodhaven is identified, known, or presumed. It does not apply to content that is unrelated to the Company or the lease-to-own industry or to communications protected by the National Labor Relations Act. Team members participating in social media as part of their job responsibilities must also follow the operating procedures prescribed for Company owned and/or provided social media networks. Team members are expected to maintain the highest standards of personal compliance with this Policy, and they are responsible for reporting all violations of this Policy to their supervisor, to the Aaron's-Cares Hotline at 866-453-5144, through the Aaron's-Cares web intake form at aarons-cares@ethicspoint.com, and/or to their Human Resources Representative.

Terms and Definitions

Social Media includes any means of electronic communications or posting of information or content of any sort on the Internet, including your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, instant messaging platform, whether or not associated or affiliated with the Company. By way of example and without limiting the definition and inclusion of other sites, platforms, and applications, Social Media means Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, Tumblr, Slack and any other platform for social interaction on the Internet.

Communication

- No team member is authorized to communicate using Social Media on the Company's behalf without the Company's prior approval.

o Team members who are interested in using Social Media tools for Company purposes or on the Company's behalf, contact ServiceNow ESS under Request Service> User Provisioning > Other Application Request > Slack Channel Creation to obtain the appropriate approval.

- If you have been specifically authorized to communicate on behalf of the Company, you must disclose in the communication or post that you are a team member of the Company. In addition, when speaking about the Company on a Social Media platform with character limits, you must include in your personal profile description a statement disclosing that you are a team member of the Company. You can do this creatively(e.g., "Aaron's team member", "I work at Aaron's", "Part of the Aaron's team", etc.) but the description needs to be clear about your status as a team member of the Company.

- Team members may not develop and post a social network page or site that appears to represent the Company, or any affiliate, without the Company's prior written approval and involvement.

- Unless team members are specifically authorized to communicate on behalf of the Company, they must make it clear that they are speaking for themselves and not on behalf of the Company.

o In that situation, write in the first person (use "I" instead of "we").

- Be honest and transparent

o When speaking about the Company, team members must include the following disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Team members must use their personal e-mail address or an alias (not their aarons.com address) as their primary means of identification.

- Make sure you are always honest and accurate when posting information or news and be honest about any alterations that you have made to previous posts. Never post any information or rumors that you know to be false about the Company or our team members, customers, partners, suppliers, and people working on behalf of the Company.

- Never post material nonpublic information about the Company on social media.

- All team members must protect the Company's brand which means upholding Aaron's values of accountability, communication, trust, respect, integrity, teamwork, and excellence.

Respect

Team members should:

- Be respectful, fair, and courteous to fellow team members, customers, partners, suppliers, and people who work on behalf of the Company. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly with your co-workers or by utilizing our open-door policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, vulgar, obscene, threatening or intimidating, that disparage customers, team members or suppliers, or that might constitute harassment or bullying. Examples of such conduct include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, sex, pregnancy, disability, religion, national origin, age, veteran



status, military duty, sexual orientation, gender identity, genetic information or any other status protected by law or Company policy.

- Respect privacy

- o Never ask for personal social media passwords of any other team members or Aaron's applicants or customers.

Excellence

- Team members should use good judgment in their communications. A message can spread rapidly over the internet.
- It is extremely difficult to retract online communications once posted. A posting can remain publicly available for a long time, even if they are deleted from the website where originally posted.
- Errors and omissions reflect poorly on team members and on the Company and may result in liability for team members or the Company.

Teamwork

- Team members are urged to notify their supervisor if they learn that someone posted a hostile, angry or accusatory comment about the Company online. They should not engage in the conversation.
- The Company has team members in place who know how to handle these situations.
 - o Team members should promptly notify Human Resources of the conversation by calling the Aaron's-Cares Hotline at 866-453-5144 or by using the Aaron's-Cares web intake form at aarons-cares@ethicspoint.com.
- Team members will not be retaliated against for good faith reporting of violations of this Policy.

Prohibited Activities

Team members may not post, discuss, or share the following in any form of social media:

- Restricted Information – any Information that has legal consequences whether disclosed internally or externally or any information that, if improperly disclosed, will cause damage to the Company's brand, business revenues, Representative s, and/or the privacy of its customers or team members, including, but not limited to, the Company's intellectual property, copyrighted and trademarked material;
- Confidential Information – any information, which if disclosed, may violate the privacy of customers or team members, or may cause significant financial damage to the Company, its Representative s, team members, and/or customers;
- Trade secret information of the Company or its partners, vendors, or suppliers, including, but not limited to, a list of actual or potential customers or suppliers, financial data, financial plans, a compilation, a program, a device, a method, a technique, a process, or product plans which are not generally known or available to the public;
- Internal Use Only Material - which includes reports, policies, procedures, or other internal business related confidential communications;



- Customers' or team members' private information (e.g., customers' renewal status, lease agreement, financial information); or
- Content which violates federal, state, or local laws or the Company's Non-Discrimination & Anti-Harassment Policy.

Compliance and Enforcement

Compliance with this and all Company policies is mandatory. Compliance with this Policy may be verified through various methods, including but not limited to, reports from available business tools, internal and external audits, self-assessment, and/or feedback to the policy owner.