

Policy Title:	Social Networking Policy		
Perfect Delivery, Inc. d/b/a Papa John's Pizza			
Effective Date:	3/28/2011	Revision Date:	3/16/2012
		Page of 1 of 4	

POLICY

This policy outlines how team members are expected to use social networking tools related to the Company and their employment here. It is the policy of the Company that team members do not post statements critical of or detrimental to the Company's policies, customers, team members, supply partners, officers, directors or shareholders, or anyone in any way affiliated with our brand.

SCOPE

This policy applies to all team members.

PROCEDURES

1. **Definition** – Social networking has become an important form of personal and organizational communication, offering opportunities for self-expression, thought leadership, learning, and even marketing. As a business, the Company is committed to the principles that social networking represents – free speech, open dialogue, and the exchange of ideas. As the name implies, "social networking" involves the active participation in building of communities or networks and "social media" is the creation, collaboration, and sharing of materials within communities.
2. **Type of Social Networking** – Social networking encompasses many platforms. Examples include podcasts, "wikis" (such as Wikipedia), message boards, social bookmarking and news Web sites (such as dig, del.icio.us), social networking Web sites (such as LinkedIn, Facebook, MySpace), and content-sharing websites (such as flickr and YouTube). This policy is intended to address all forms of social networking, current and future.
3. **Individual or Representing the Company** – The Company's policy covers two dimensions of social networking: (1) team members who maintain personal sites and personally post to other sites (as well as message boards or other online forums); and (2) team members who post information or comments while identifying themselves as team members of, or affiliated with, the Company.

Regardless of whether posting as an individual or by identifying as a team member of the Company, team members should be aware that any posting may be seen to be representing the Company or the brand, regardless of any disclaimers. Team members should also abide by the Company's Standards of Conduct Policy when posting content.

Policy Title:	Social Networking Policy		
Perfect Delivery, Inc. d/b/a Papa John's Pizza			
Effective Date:	3/28/2011	Revision Date:	3/16/2012
		Page of 3 of 4	

confirmation from legal counsel that the use of such copyrighted materials conforms to the doctrine of "fair use."

9. **Legal Liability** – When a team member chooses to go public with opinions via a posting medium, the team member is legally responsible for that commentary. Individuals can be held personally liable for any commentary deemed to be defamatory, obscene (not swear words, but rather the legal definition of "obscene"), proprietary, or libelous (whether pertaining to the brand, individuals, or any other company for that matter). For these reasons, team members should exercise caution with regard to exaggeration, colorful language, guesswork, obscenity, copyrighted materials, legal conclusions, and derogatory remarks or characterizations. Third parties can pursue legal action against the team member (not the Company) for postings.

10. **Company Privileged Information** – Any confidential, proprietary, or trade secret information is obviously off-limits for posting per established Company policy. The logo and trademarks are also off-limits per our brand guidelines. Anything related to policies, inventions, recipes, strategy, financials, products, etc., that has not been made public cannot be posted. Disclosing confidential or proprietary information can negatively impact our business and may result in regulatory violations for the Company.

Team members should also avoid posting the following on any social media site: pictures or videos taken within a restaurant without express written permission from appropriate management, photos of the makeline area or POS system, photos of ingredients or any food products, the posting of pictures or videos of others (i.e., customers, co-workers) without their permission.

11. **Press Inquiries** – Some postings may generate media coverage. If a member of the media contacts a team member about a posting or requests Company information of any kind, the team member must refer such inquiries to Management.
12. **Harassment** – The workplace harassment policy applies to social networking in the same way it does to other kinds of communication. We expect team members to treat others with dignity and respect. The use of a disclaimer does not exempt team members from a special responsibility in this regard. Social networking sites are open to the world; they need to be seen as a public square.

Team members cannot use social networking sites to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against officers, directors, managers, co-workers, customers, vendors or suppliers, any organizations associated or doing business with the Company, or any members of the public, including Web site visitors who post comments about blog contents.

Harassment in any form is not tolerated. Even if the Company is not identified, team members must act with respect toward one another. Behavior outside the work premises

Policy Title:	Social Networking Policy		
Perfect Delivery, Inc. d/b/a Papa John's Pizza			
Effective Date:	3/28/2011	Revision Date:	3/16/2012
			Page of 4 of 4

which is unprofessional, offensive or inappropriate may have an adverse effect upon the workplace.

13. **Personal Time for Work** – All time and effort spent on personal social networking must be done on personal time and not interfere with work commitments.
14. **Anonymity** – Team members should be cautious if choosing to write personal comments about brands, companies and issues. Even if writing anonymously or under a pseudonym, a team member's identity and connection to the Company can still be revealed. Team members are expected to communicate using their real names in a transparent manner.
15. **Monitoring** – The Company reserves the right to use software and search tools to monitor comments or discussions about Company representatives, customers, vendors, team members, the Company and its business and products, or competitors that team members or non-team members post **anywhere** on the Internet, including in blogs and other types of openly accessible personal journals, diaries, and personal and business discussion forums.

The Company cautions that team members should have no expectation of privacy while using company equipment and facilities for any purpose, including blogging.

The Company reserves the right to use content management tools to monitor, review, and block/ban content on Company blogs that violate these rules and guidelines.

The Company maintains electronic archives of all electronic communication created with Company equipment and makes such archived communications available to law enforcement in response to subpoenas or other legal demands with which it must comply.

16. **Reporting Violations** – The Company requests and strongly urges team members to use official Company communication to report violations of these rules and guidelines, customers' or team members' complaints about content, or perceived misconduct or possible unlawful activity related to social networking, including security breaches, misappropriation or theft of proprietary business information, and trademark infringement. Team members can report actual or perceived violations to supervisors, other managers, or to Human Resources.
17. **Discipline for Violations** – The Company will investigate and respond to all reports of violations of its social networking guidelines or related Company policies or rules. The Company reserves the right to discharge or otherwise discipline team members or take other appropriate action, including legal action, against team members who engage in prohibited or unlawful conduct.