

# SOCIAL MEDIA GUIDELINES

THIS POLICY WAS APPROVED BY THE BOARD ON SEPTEMBER 29, 2021

## PURPOSE

Social media has become an integral part of modern life. It keeps us in touch with friends and family, it informs us about our world, and it gives us a platform to be heard globally.

Social media can be a powerful force for good, and we at Velo3D, Inc. (the “**Company**”) want to encourage our employees to use social media in positive ways. When you are online, we have four requests for you:

1. Be transparent and disclose your relationship to the Company.
2. Protect the Company’s confidential information.
3. Use common sense and think before posting to social media.
4. Exercise caution.

Social media is rapidly changing, and these policies evolve along with it. Check back frequently to make certain the policies haven’t changed to keep pace.

What do our policies mean? They mean that we trust you. We bring smart people into our family, and we expect you to make smart decisions. This means that you are both the person in the best position to tell the world why the Company is such an amazing place to be and the person best suited to protect the Company from harm.

## WHO THIS POLICY APPLIES TO

This policy applies to our employees, contractors, consultants, and members of our Board of Directors (the “**Board**”).

## YOUR RESPONSIBILITIES

### *Be Transparent and Disclose*

Anyone can say anything on the internet. It is both the platform’s greatest strength and chief weakness. When you are posting on the internet, your integrity is on display for the entire world to see, so strive to be ethical, truthful, and decent.

1. If you are commenting about the Company or being paid by the Company to promote or endorse the Company, use your real name, and disclose your association with the Company. Never post about the Company anonymously or create social accounts for the express purpose of concealing your affiliation with the Company.
2. If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
3. Be yourself! *Stick to your area of expertise.* Only write about what you know.
4. Give credit where credit is due and don’t violate others’ rights. **DO NOT**

claim authorship of something that is not yours.

5. Please contact our communication team for prior, written approval before publishing blog posts anywhere online (for example, Medium, LinkedIn long-form posts, Tumblr, etc.) about the Company.
6. If you talk about the Company on any website or any form of social media, please use a disclaimer like “All opinions are my own” and avoid the use of “we,” “our”, or “us.”
7. If you are leaving the Company, please remember to update your employment information on social media sites.

***Protect the Company’s Confidential Information, Be Truthful and Comply with the Company Policies and Laws***

Keeping the Company’s confidential information confidential is critical to our business. Many of the Company employees know things about the Company that could affect our business. It is essential to safeguard the Company’s information, especially on the internet.

1. **Protecting the Company’s confidential information is part of your job.** Do not post any confidential information on any social platforms. If the information has not been officially released by the Company, don’t discuss it. This includes financial information, product information, and legal information. If you are unsure whether or not to post something, err

on the side of caution and don’t post. Our communications teams can help you decide if something is permissible to post.

2. Don’t say negative things about our competitors. Only our authorized spokespersons should comment publicly on our competitors’ performance. Our authorized spokespersons are identified in our Corporate Communications Policy.
3. Anything you publish must be true and not misleading, and all claims must be substantiated and approved.
4. While we respect your right to free expression, you must also realize that your communications – even when made on your own time and using your own equipment – may impact the Company. Any postings to social media, to the extent they involve or impact your employment, the workplace, or the Company, are subject to our workplace policies, including those prohibiting harassment or discrimination; prohibiting disclosure of our confidential, proprietary, or trade secret information; and governing appropriate use of our electronic resources.
5. If a customer has a question, only respond if you are authorized and know the answer. We have a whole slew of experts in product, customer service, and information security that can answer customers’ questions (or complaints) when appropriate. Don’t respond on behalf of the Company to customer questions unless you are

expressly authorized to do so. If a customer contacts you for support, please refer them to our Customer Support team.

### ***Use Common Sense and Think Before You Post***

When you are online, you are representing the Company, our people, and our values to a worldwide audience. There is no room for bigotry, prejudice, misogyny, or hatred in our Company or on social media.

Just by identifying yourself as our employee, you are creating perceptions about your expertise and about the Company. Do us all proud.

1. Our employee and customer community is extremely diverse, with a wide range of ethnicities, religions, political beliefs, and values. Avoid posts or remarks that are defamatory, offensive, insulting, or inflammatory. If you disagree with someone’s opinion, keep your tone professional and polite.
2. Despite the fast turnover of social feeds, most posts are indexed in Google and stay public indefinitely – remember, the internet is permanent. Records of your original post can exist even after you edit or delete it. Even posts on seemingly “private” social media channels, like private Twitter, or Instagram accounts, personal Facebook pages or Snapchat, can be inadvertently or purposefully exposed by your contacts, changes in settings, or Terms of Service, hackers, saved by

taking screenshots, or produced in litigation.

3. Did you post something you probably shouldn’t have? It happens. If you make a mistake, admit it immediately. Apologize if you need to. Be upfront and correct the error as soon as possible.

If you're posting to a blog, you may choose to modify an earlier post – just make it clear that you have done so.

Additionally, if you see something being shared related to the Company on a social media platform that violates this Policy, immediately inform our communications team.

### ***Exercise Caution***

It is important that you exercise caution in searching for and relying on information from social media for work-related purposes, including hiring or employment decisions. This information may be inaccurate or otherwise unreliable or may reveal an individual’s protected characteristics (e.g., sexual orientation or disability) that must not be considered in the hiring or employment decision. You should use good judgment when evaluating information from social media to make work-related decisions. We encourage you to seek guidance from your manager or our human resources department if you have any questions about the use of social media for work-related purposes.

### ***Use of Social Media by our Employees***

Please be aware that you should not expect your electronic activity at work or on

devices we provide to be private. We reserve the right to monitor your public social media accounts and activities, as well as the amount of time spent on social media while you're at work. Please see our Employee Handbook for more information.

### These Guidelines Do Not Restrict You from Engaging in Legally Protected Activities

This Policy is not intended to restrict or otherwise interfere with your right to engage in any legally protected activities, including the right to self-organize, form, join or assist labor organizations, to bargain collectively with representatives of your choosing, or to engage in other concerted activities for the purpose of collective bargaining. For example, the Policy does not restrict your use of social media to communicate with co-workers or others about the terms and conditions of their employment, such as wages, benefits, or working conditions.

### **CHANGES TO THESE GUIDELINES**

Our Board reserves the right in its sole discretion to modify or grant waivers to this Policy. Any amendments or waivers may be publicly disclosed if required by applicable laws, rules, and regulations.