

FUJI XEROX

Disclosure: External

Period:

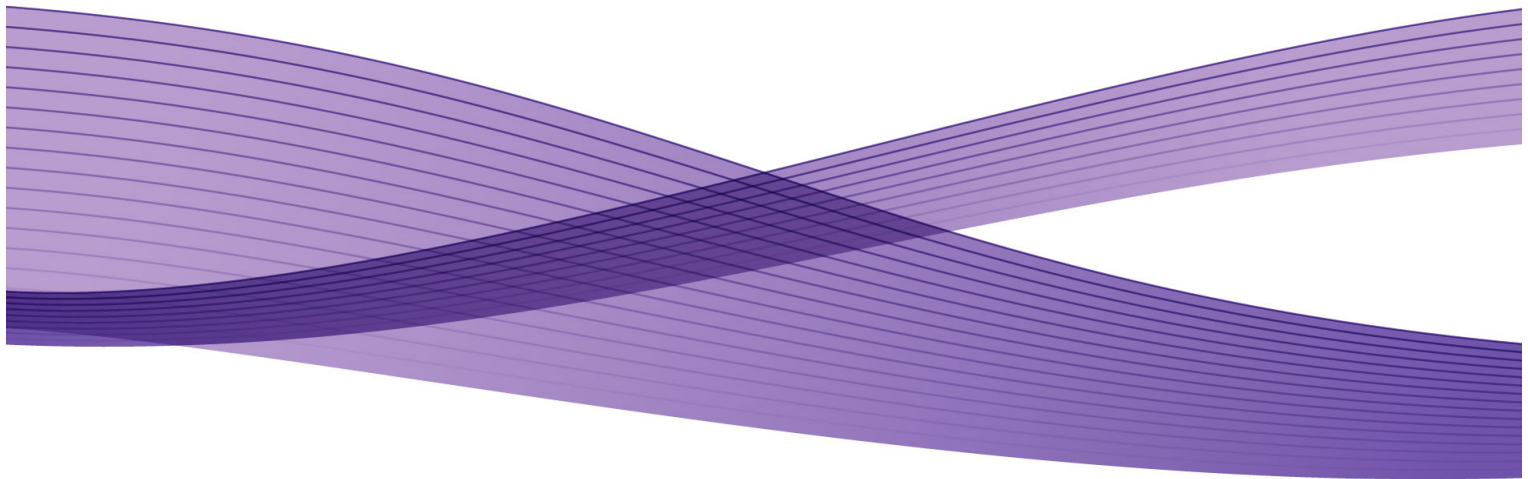
Handling:

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Social Media Policy

August 2011



1. The purpose of setting a Social Media Policy

Fuji Xerox provides a social media policy to ensure quality communication with customers using social media and to improve our business activities.

2. Approach to Information Sharing

Fuji Xerox will be transparent and consistent in its communication engagement with the market and with customers.

3. Participation in Social Media

Fuji Xerox:

- understands that social media is a way that the market and customers may take a leadership role in communication.
- aims to understand the capabilities of social media and utilise it effectively.
- aims to improve our business activities by listening to the "voice" of the customer through social media.
- will be responsible for the content we publish and will take care not to provide misleading information.

4. Communication through Social Media

Fuji Xerox:

- understands that participation in social media extends our business activities.
- will communicate through social media channels whilst observing the company's general guidelines including its code of conduct.

5. Personal Information Practices

When requesting personal information from customers, Fuji Xerox will provide a reason for the request. Personal information collected will be treated in accordance with Fuji Xerox's privacy policy.

<http://www.fujixerox.com.au/about/privacy.jsp>

6. Publications

6.1 Publication Content and Correspondence

Product information and content to our customers and the market will be published through Fuji Xerox's official accounts. Fuji Xerox ensures that it will review all inquiries and opinions collected through social media, however, please understand that we may not be able to respond quickly or be in a position to reply to all postings.

We have established a consultation service for general inquiries regarding our products and services. Please contact enquiries@aus.fujixerox.com for a reply to your inquiry.

6.2 Official Channels

Please take care with account names that resemble Fuji Xerox's official accounts. Current official accounts in Australia are listed below:

<http://www.youtube.com/FujiXeroxGlobal>

<http://www.facebook.com/FujiXeroxAustralia>

<https://twitter.com/#!/fujixeroxaus>

http://www.linkedin.com/profile/view?id=59836342&locale=en_US&trk=tyah2

<http://www.fujixeroxblogs.com.au/>

7. Disclaimer

The opinions and behaviour of Fuji Xerox's employees through social media may differ from Fuji Xerox's official view. When necessary and using appropriate means, Fuji Xerox saves a log of social media activities, including posts and comments exchanged with customers and the market. This information is used to improve our services and will not be disclosed to a third party.

8. Contact Information for Social Media Official Accounts

For inquiries regarding our social media official accounts, please contact the following:

Corporate.communications@aus.fujixerox.com