

Asiana Airlines Official Social Media Operational Policy

1. Purpose

Asiana Airlines Social Media is operated to share various news and contents with customers who visiting Asiana Airlines Social Media. The purpose of this operational policy is to specify general and other necessary matters between Asiana Airlines and SOCIAL MEDIA visitors regarding the registration, sharing, and event progress of all Social Media contents provided by Asiana Airlines.

2. Operational Direction

1. Asiana Airlines SOCIAL MEDIA is designed for various online communication with SOCIAL MEDIA visitors. Therefore, Asiana Airlines SOCIAL MEDIA visitors can freely view the information listed on Asiana Airlines SOCIAL MEDIA and post their opinions by sending comments or messages.

2. Any information or opinions posted by SOCIAL MEDIA visitors through their SOCIAL MEDIA accounts have nothing to do with Asiana Airlines' position, and Asiana Airlines does not guarantee the reliability or accuracy of the information, data, or facts posted by SOCIAL MEDIA visitors. Problems arising in this regard are solely the responsibility of the user of the post.

3. Copyright and Liability for post content

1. The copyright of all posts on Asiana Airlines SOCIAL MEDIA belongs to Asiana Airlines, the original author of the post.

2. When sharing Asiana Airlines SOCIAL MEDIA content, source of the original author needs to be indicated. SOCIAL MEDIA visitors can use the information provided on Asiana Airlines SOCIAL MEDIA for personal use only, and content users must comply with the following conditions.

- Indication of authorship: The original author of the content and the URL of the original author must be displayed.

- Non-commercial: You cannot use the content for commercial purposes.

- No change: The content cannot be modified, transformed, or secondary processed.

- Prohibition of malicious use: The content cannot be used for malicious purposes.

4. Post Deletion

The operator has the authority to operate Asiana Airlines Social Media posts. The Asiana Airlines SOCIAL MEDIA operator may delete or hide the posts (including comments) written by the SOCIAL MEDIA visitor without notice if the post is determined to fall under any of below and the poster may be held accountable depending on the severity of the issue.

1. If it is contrary to social order and morals
2. If it is irrelevant to the subject and content of the post
3. If the purpose is to post hateful or obscene material
4. In case of infringement of personal information of others or in fear of defamation
5. In the case of spreading false information and posting inflammatory content
6. In case of infringement or fear of infringement of another person's copyright
7. If the purpose is illegal advertising and profit-seeking
8. In the case of verbal abuse such as profanity, abusive language, and personal attacks
9. In case of posting the same content repeatedly
10. In case the company decides that it causes damage to the rights of others and individuals

5. Visitor Sanctions

If an Asiana Airlines Social Media visitor continues to violate our operating policy, Asiana Airlines may issue a warning or/and sanctions to the visitor.

6. Comments and DM response operational policy

Asiana Airlines SOCIAL MEDIA is not operated as a dedicated channel/window for customer inquiries in order to respond to inquiries from SOCIAL MEDIA visitors through comments and DMs more accurately. Accordingly, we guide SOCIAL MEDIA visitors to make detailed inquiries through the 'Customer Inquiry Center'

7. Privacy Principles

1. Asiana Airlines SOCIAL MEDIA does not collect personal information without the user's consent. However, if it is necessary to collect personal information for purposes such as providing prizes to

event winners, we will clearly state and notify the contents of the 'consent to the collection and use of personal information' clearly and collect and use the minimum personal information.

2. If Asiana Airlines SOCIAL MEDIA visitors do not agree to the policy on personal information collection and provision to third parties, they may reject the request by not registering personal information or by not replying with necessary the information when contacted individually. However, participation in the event may be restricted or the prize may be cancelled in this case.

3. Asiana Airlines SOCIAL MEDIA values the personal information of SOCIAL MEDIA visitors and complies with the Personal Information Protection Act. Personal information of SOCIAL MEDIA visitors is being processed legally and is not used for any purpose other than necessary. Personal information is retained until event prizes are delivered, and once delivery is complete, the information is destroyed immediately. Asiana Airlines will notify you through a notice (or individual notice) when revising the personal information protection principles.

8. Policy Changes

This operational policy will be effective from May 25, 2023, and may be changed depending on the circumstance. When the policy is changed, it will be shared through a notice, and clear guidelines will be provided for important issues. (Effective on May 25, 2023)