

Welcome to the official social media community guidelines for International Dairy Queen, Inc. (IDQ). DQ® brand pages on social media platforms are places to share the best that IDQ has to offer. Our ultimate goal is to create a positive experience for our DQ community. We encourage you to engage with us on social media platforms, including but not limited to Facebook, Instagram, LinkedIn, TikTok, Twitter and YouTube, but please keep in mind each platform's privacy policy as well as these IDQ-specific community guidelines. If users are not respectful, constructive or relevant, we reserve the right to hide or delete comments from public view, or block the user from commenting on, one or all of IDQ's social media pages. Furthermore, if one individual or a group collectively violates these community guidelines, IDQ reserves the right to hide or delete the applicable comments or posts across all applicable social channels, as well as implement cross-channel page blocks or bans.

Please note that comments, videos and pictures from page visitors do not reflect the opinions of IDQ, and we do not guarantee the accuracy of any postings.

Community Guidelines

- **Be Respectful:** It is okay to disagree with a comment or post, but please be respectful of others. This includes using appropriate language that is not lewd, vulgar, profane, obscene, defamatory, abusive, sexually explicit, racist, hateful, or otherwise objectionable, nor that uses any derogatory words, symbols, or images, including anything that could be considered discriminatory or a slur against any group of people or could be characterized as hate speech. It also includes comments that could be construed as harassing our community or the people who follow our page, including but not limited to, repeatedly commenting with similar messages, trolling, sharing misinformation, or comments promoting a product, business or idea.

For egregious activity, such as hate speech or lewd comments, IDQ reserves the right to hide or delete third-party comments or posts on its owned social channels and immediately take the step of blocking or banning the individual or collective group from one or all IDQ social pages. For less egregious activity, IDQ will start by hiding or deleting the comments or posts and IDQ reserves the right to initiate a cross-channel block or ban if these incidents occur three or more times. IDQ takes seriously individual and coordinated efforts to intimidate or disrupt its online community. For example, if three individuals post similar spam comments across three separate IDQ posts across three separate IDQ social pages, we will assume they are collectively spamming the larger IDQ social media community, and this will initiate a deletion of the comments regardless of the channel, as well as cross-channel page blocks or bans for those three individuals.

- **Stay Safe:** This is a public page. To protect yourself, never provide personal information you don't want to be public, such as account numbers, phone numbers, email addresses, etc.
- **Keep it Relevant:** Please keep comments relevant to the DQ brand, DQ content, and the DQ fan and employee experience. Please only share your story or comments, not those secondhand from friends, family, etc.

Examples of posts/comments that will be hidden and/or removed:

- Language or visuals that are lewd, vulgar, profane, obscene, defamatory, abusive, sexually explicit, racist, hateful, or otherwise objectionable, and that use any derogatory words, symbols, or images, including anything that could be considered discriminatory or a slur against any group of people or could be characterized as hate speech. Content relating to threats or litigation. Personal attacks or threats on any person or organization.

- Promotion of or links to external businesses, websites or non-DQ products and services.
- Violating copyright, trade secrets or other third-party rights.
- Promoting or describing illegal or fraudulent activity.

Need assistance or have a question? Please contact our Fan Relations team at <http://bit.ly/ContactDQ> or visit our website at www.dairyqueen.com.

DQ restaurants are independently owned and operated franchises. If you need assistance regarding a specific location, we recommend that you contact them first because they usually can address your concern or celebration more directly.

IDQ is not responsible for privacy policies at third-party sites that may be linked to by this page or other social media platform pages. For more information, visit IDQ's privacy statement at: www.dairyqueen.com/us-en/Privacy-Statement/

