

Knight Frank Global Social Media Policy

Purpose

This policy has been designed to positively support communicating and promoting Knight Frank through Social Media in appropriate and respectful ways.

Why it matters

Knight Frank recognises and welcomes the benefits which may be gained from appropriate use of Social Media, however, it is important that our personnel take reasonable steps to mitigate any risks it poses to Knight Frank's business.

These risks could include, for example, disclosure of confidential information, violation of intellectual property rights, personnel wellbeing or, damage to Knight Frank's reputation.

To help minimise these risks and to protect personnel wellbeing, this policy outlines a series of the rules and requirements which apply to the use of Social Media by Knight Frank personnel in the course of their employment or engagement with Knight Frank.

Scope

This policy applies to all staff employed by Knight Frank. It applies also to consultants, contractors and agency staff in relation to their work for, or on behalf of, Knight Frank.

Knight Frank refers to the member firms of the Knight Frank Global Network, each of which is a separate legal entity. The Knight Frank Global Network comprises Knight Frank LLP, its subsidiaries (direct or otherwise), its affiliates and any other entity or practice carrying on business under or including the name Knight Frank or in association with Knight Frank LLP internationally in over 50 territories.

Failure to comply with this policy may result in disciplinary action being taken against any personnel involved, or the termination of contracts with contractors and other third parties working for Knight Frank.

The Knight Frank global network can use the Knight Frank name and resources of the network. Member firms agree to abide by certain common policies and to maintain the standards of Knight Frank.

This policy covers all forms of social media websites or applications, including but not limited to Facebook, Instagram, LinkedIn, X (formerly Twitter), WhatsApp, WeChat, Snapchat, TikTok and all other social networking sites and internet postings, including blogs (collectively referred to as "**Social Media**"). It applies to the use of Social Media during working hours and in personal time to the extent that it may affect the business of Knight Frank.

Personnel have a responsibility to be familiar with Knight Frank's Social Media expectations as set out in:

- (i) this Policy,
- (ii) any relevant policy relating to computer and mobile use,
- (iii) any relevant Knight Frank online training modules, .

This policy does not form part of any employee's contract of employment and may be amended at any time.

Definitions

For the purposes of this policy, the following terms are defined as:

Social Media - all forms of social media websites or applications, including but not limited to Facebook, Instagram, LinkedIn, X (formerly Twitter), WhatsApp, WeChat, Snapchat, TikTok and all other social networking sites and internet postings, including blogs.



Branded or Approved Accounts - a Knight Frank branded Social Media account to market the Knight Frank brand or services approved by Knight Frank's Social Media Team.

Seated Accounts - a Knight Frank branded Social Media account which is specifically linked to a particular role within Knight Frank, rather than to specific individual. For example, an account affiliated with the role of Head of Knightsbridge Sales. Seated Accounts require approval of Knight Frank Social Media Team.

Personal Account - is any Social Media account operated by an individual which does not primarily relate to their employment or engagement with Knight Frank, and does not post material relating to the services of Knight Frank.

Networking Account – an individual's personal LinkedIn account or other Social Media account for personal employment networking.

Intellectual Property Rights - any and all intellectual property rights of any nature anywhere in the world, including copyright, know-how, trade secrets, trademarks and trade names, service marks, design rights, domain names, moral rights, and any other intellectual property rights which subsist in computer software, websites, documents, business methods, drawings, logos, marketing methods, advertising materials, including the "look and feel" of any websites, and all rights or forms of protection of a similar nature or effect to any of them which may subsist anywhere in the world.

Responsible Use of Social Media

As an employee and/or representative of Knight Frank, you are expected to display appropriate behaviours on Social Media, including meeting the requirements listed at Schedule 1 when you are using Social Media in the course of your employment or engagement.

Crucially, always consider your audience, and avoid any behaviours online which are likely to bring you or Knight Frank into disrepute.

You must keep your content general in nature and avoid publishing any private and confidential company or client information – never disclose client names, details of any transaction or advisory work. If you are unsure whether your content is appropriate, contact your line manager or Mar/Comms team.

Remember that you are personally responsible for what you communicate on Social Media. Often materials published will be widely accessible by the public, can be easily shared outside of the applicable social media platform and will remain accessible for a long time.

If you are uncertain or concerned about the appropriateness of any statement or content, you should discuss it with your line manager or your Mar/Comms team before making the post.

Use of Social Media

If you are required or permitted to use Social Media in the course of performing your duties for or on behalf of Knight Frank, you should ensure that such use has appropriate authorisation and that it complies with the standards set out in this policy.

Each member firm of the Knight Frank Global Network has its own internal authorisation process for Social Media accounts. Personnel employed by or at any member firm are expected to comply with the rules appended to this Policy at Schedule 1, and any member firm specific guidelines for Social Media accounts, which should be considered to form part of this policy.

Whistleblowing

Knight Frank maintains a Global Whistleblowing Policy, incorporating an independent hotline, to ensure that individuals can report concerns, confidentially where possible, and to ensure that such concerns are investigated and remediated appropriately.

Management has a responsibility to investigate any reports of wrong-doing. Inaction in investigating reported or known issues will not be tolerated and will be subject to disciplinary action.

Policy Implementation

This policy is to be adhered to by all entities part of the Knight Frank Global Network. This policy will be made available to the Knight Frank Network via the Knight Frank website and other applicable platforms.

Monitoring and Review

This policy will be reviewed in line with all other global policies at least annually. If there is a business or legislative reason for it to be reviewed more frequently, then this will be conducted by Knight Frank's Mar/Comms team.

Global Social Media Policy

Prepared on: April 2025
Signed: William Beardmore-Gray
Position: Senior Partner and Chairman
Review Date: April 2026

Schedule 1 – Using Social Media in a Business Context

1. In your use of Social Media you must not:
 - harass, bully or unlawfully discriminate in any way, either in your statements, comments or attachments;
 - breach the rules of any relevant regulatory body;
 - breach contractual confidentiality requirements;
 - breach other key policies/requirements including Knight Frank's personnel policies;
 - breach copyright or the intellectual property rights of any third party; including posting a video, photo or image on social media that is not Knight Frank's own;
 - breach the law, including the Data Protection Act 2018;
 - disclose non-public company information (this includes Knight Frank's secret, confidential or legally privileged information, future services, production schedules or information on future acquisitions, and may include marketing plans and campaign launches).
 - make statements which cause, or may cause, harm to our reputation or otherwise be prejudicial to our interests;
 - make or post political statements, comments or attachments;
 - post anything that will compromise your client's personal data or privacy, or put their safety at risk;
 - make disparaging or defamatory statements about us, our employees, clients, customers, or suppliers;
 - make or post any images of children;
 - undertake any marketing on instructed properties until Customer Due Diligence has been signed off – this includes "Coming soon" posts or filming a property while undertaking a market appraisal;
 - share Knight Frank contacts with Social Media platforms where you do not have express permission;
 - alter the password or account name or create a similar sounding account;
 - assert any ownership of the account or the contacts and connections you have gained through the account.
2. And, please do:
 - remember your Social Media posts (both on Approved Accounts and Personal Accounts) reflects on Knight Frank;
 - confirm with the relationship partner that a property is on or off market before posting online. Off market properties should not be posted under any circumstances;
 - consider your audiences at all times and don't do anything that is likely to bring your or Knight Frank's name into disrepute;
 - keep your content general in nature – never disclose client names or details of any transaction or advisory work unless you have the prior consent of the client and approval of your line manager/department head;
 - act respectfully;
 - keep your tone of voice professional, polite, friendly and approachable;
 - remember that you are personally responsible for what you communicate on Social Media. Often materials published will be widely accessible by the public and will remain accessible for a long time.

Schedule 2 – Knight Frank LLP Specific Social Media Guidelines

Any personnel working for, or on behalf of Knight Frank LLP, who use Social Media in the course of that work, must ensure they comply with the following rules, alongside the provisions of the Social Media Policy

Knight Frank Branded Accounts:

Anyone wishing to operate a Knight Frank branded Social Media account to market the Knight Frank brand or services, will need to complete an application in the form set out at Appendix 1, obtaining formal approval from Knight Frank's UK Social Media Team ('**Approved Account**'). This form can be found at <https://globallife.knightfrank.biz/Pages/Global-and-UK-policies.aspx>.

Any personnel operating a Social Media account for work purposes which was opened prior to the date of this Policy will need to complete the application form at Appendix 2 if they wish to continue using that account.

All Approved Accounts must (where possible) be registered as professional Social Media accounts, not personal Social Media accounts, to reflect the commercial nature of the posts being uploaded. You must not market or promote Knight Frank properties or services on personal Social Media accounts.

If, during the course of your employment or engagement with Knight Frank LLP, you:

- (i) maintain an Approved Account,
- (ii) post material promoting Knight Frank and/or services, or
- (iii) post material that uses Knight Frank's intellectual property,

the Approved Account and/or the material concerning or promoting the Knight Frank business as contained on your Approved Account shall be the property of Knight Frank and remains so post-employment with the firm, if applicable.

If you are operating an Approved Account, you should not share personal views and/or opinions on this account. If such views/comments are inappropriately shared on Approved Accounts, where appropriate, disciplinary action may be taken.

You must not engage or employ third party agencies to support with Social Media management without first consulting with the Social Media Team and obtaining written approval from your Mar/Comms Business Partner. This includes any agencies which edit posts or provide material to include in posts (such as music tracks).

Seated Accounts:

A "**Seated Account**" means any Knight Frank branded Social Media account which is specifically linked to a particular role within Knight Frank, rather than to specific individual. For example, an account affiliated with the role of Head of Knightsbridge Sales.

If you cease to hold the role relevant to the Seated Account (e.g. Head of Knightsbridge Sales), you will immediately cease to operate the Seated Account and return control of the Account to your line manager or Mar/Comms Business Partner, including returning the password or any other means of access, which will be reset.

Any new Seated Account must be approved in the same way as other Approved Accounts, and is subject to the same rules and obligations as those Approved Accounts, as set out in the paragraph above.

Personal Accounts:

A "**Personal Account**" is any Social Media account that you operate which does not primarily relate to your employment or engagement with Knight Frank, and does not post material relating to the services of Knight Frank.



Please ensure you separate your Personal Account and work-related Social Media accounts. Your Personal Account may make reference to Knight Frank, but you may not post about the Knight Frank Group's services, nor may you refer to Knight Frank in the account name or bio.

If you reference Knight Frank in your Personal Account bio or profile, this means it is a work-related account and it will be subject to the rules and guidelines set out in this document.

You are encouraged to promote and comment on Knight Frank posts using your Personal Account by, for example, sharing posts made by the official Knight Frank accounts or your colleagues. When using Personal Accounts, personnel are expected to comply with the relevant rules in Schedule 1 – failure to do so may result in disciplinary action.

LinkedIn Accounts:

Given LinkedIn's use as a personal employment focused social media site, its usage by Knight Frank employees is governed separately to that of other Social Media accounts. Personnel are not required to apply for authorisation to open a LinkedIn account or an account for any other site primarily focused on personal employment networking ("**Networking Accounts**").

Nevertheless (and as with Personal Accounts) when using Networking Accounts, personnel are still expected to comply with the rules in Schedule 1.

You are encouraged to engage with and promote Knight Frank LinkedIn posts, and the LinkedIn posts of your colleagues at Knight Frank.

You are permitted to add business contacts made during the course of your employment to LinkedIn and other professional social networking accounts.

Account Monitoring & Compliance

Knight Frank monitors all Knight Frank IT systems, including clouds, servers, files, browsers, and e-mail to protect the Knight Frank brand and ensure the appropriate use of our resources and information assets to comply with the law and our policies, and to assist with investigations should concerns arise.

Any Approved Accounts and Seated Accounts will be monitored from time to time by the Social Media, PR and Marketing Teams to ensure compliance with this policy.

Breach of this policy may result in disciplinary action. Any misuse of Social Media should be reported to your line manager and/or Mar/Comms Business Partner.

Social Media Issues – What to Do & Where to Go

Questions regarding the content or application of this policy should be directed to the Strategic Content Lead or the Head of Employee Relations.

PR and marketing: For queries regarding PR and marketing content, please contact PR & Marketing for advice: socialmedia@knightfrank.com and press@knightfrank.com

Data breach: Please report any data breaches immediately to dataprotection@knightfrank.com

Data protection matters, including Data Subject Access Requests: Email dataprotection@knightfrank.com.

Information Security incidents: please report any confidential information breaches (may or may not include personal data) to the Information Security team via Converge - <https://knightfrankprod.service-now.com/csm>.

Copyright infringement / reputational damage: If you believe an individual or company is using yours or Knight Frank's image inappropriately or in a way that infringes copyright, please contact socialmedia@knightfrank.com (also raise a legal ticket - if serious), immediately.

Money Laundering suspicions: Please report suspicions via the money laundering suspicion report form via the intranet.



Legal matters: Please raise a legal ticket via the intranet. If your matter relates to personal data, please use the legal ticket sub-category of data protection for specialist legal advice.

Customer complaints or requests: If a complaint or data protection request is received through Social Media please notify the relevant department immediately so that Knight Frank can respond appropriately and comply with any legal deadlines.

For **general complaints** please handle them in accordance with the Internal Procedure for Handling Complaints and Claims which is available on the Intranet.

APPENDIX 1 – APPLICATION FORM FOR NEW SOCIAL MEDIA ACCOUNT

EMPLOYEE NAME	
DEPARTMENT	
PARTNER APPROVING SOCIAL MEDIA ACCOUNT(S)	
SOCIAL MEDIA SITE(S)	
PROPOSED ACCOUNT NAME(S)	

By signing below, and in consideration of Knight Frank LLP agreeing to my Approved Account and permitting me to use Knight Frank intellectual property on that Approved Account, I confirm that:

- 1) I have read the Knight Frank Social Media Policy and agree to comply with all the terms of this Policy;
- 2) I agree to attend any training provided by Knight Frank LLP on how to use social media accounts;
- 3) I agree that any material I post on Approved Account, that relates to my employment by / partnership with Knight Frank LLP is the sole property of Knight Frank LLP and that I hold no Intellectual Property Rights in the posts and if such material does not automatically vest in Knight Frank LLP, I hereby assign all such rights with full title guarantee;
- 4) I consent to Knight Frank LLP monitoring my use of the Approved Account;
- 5) I agree that any registration of an Approved Account will use an authorised Knight Frank email address, and not any personal email address of mine.
- 6) Upon termination of my employment / partnership with Knight Frank, I will delete any and all Knight Frank LLP Intellectual Property on the Approved and will not copy or use any of the material

Name:

Date:

Signature:

APPENDIX 2 – APPLICATION FORM FOR PRE-EXISTING SOCIAL MEDIA ACCOUNT

EMPLOYEE / PARTNER NAME	
DEPARTMENT	
SOCIAL MEDIA SITE(S)	
ACCOUNT NAME(S)	

By signing below, and in consideration of Knight Frank LLP agreeing to my continued use of social media for business purposes and permitting me to use Knight Frank intellectual property on social media account, I confirm that:

- 1) I have read the Knight Frank Social Media Policy and acknowledge that my contract of employment / partnership agreement obligates me to comply with all the terms of this Policy;
- 2) I agree to attend any training provided by Knight Frank LLP on how to use social media accounts;
- 3) I agree that, while the above named social media account will remain mine, any material I post on this account which relates to my employment at or partnership with Knight Frank, or that contains material I would only have access to because of that employment or partnership, is the sole property of Knight Frank and I will, immediately when requested, delete such material from the account;
- 4) I consent to Knight Frank LLP monitoring my use of the Approved Account;

Name:

Date:

Signature: