



# INTEGER WEALTH GLOBAL

---

## Website, Social Media and General Media & Post Policy

Issue: February 2025

---

### 1. Purpose of the Policy

This Website, Social Media and General Media Policy (Media Policy) sets out the rules, procedures, and governance framework governing the publication, management, retention, amendment, and removal of any content relating to Integer Wealth Global (IWG), including but not limited to references to brokers, representatives, consultants, employees, officers, and affiliates.

The purpose of this policy is to:

- Protect IWG's legal, commercial, and reputational interests
- Ensure compliance with contractual confidentiality and non-disclosure obligations
- Maintain consistency, transparency, and market confidence
- Prevent misleading perceptions arising from premature or ad-hoc content changes

This policy forms part of IWG's internal operating procedures and applies to all jurisdictions in which IWG operates.

### 2. Scope of Application

This policy applies to all:

- Content published on the official IWG website
- Content published on IWG-controlled social media channels (including but not limited to LinkedIn, X/Twitter, Facebook, Instagram, YouTube)
- Press releases, newsletters, announcements, interviews, and external communications
- References to IWG brokers, representatives, staff, contractors, advisors, and affiliates

This policy applies irrespective of whether content is created internally or supplied by the represented individual.

### 3. Authority and Responsibility

Only the following have authority over media publication decisions:

- IWG Board of Directors
- IWG Chief Executive Officer
- IWG Compliance and Legal Function
- IWG Communications or Media function (where appointed), acting under written authority



No broker, representative, staff member, or external party has unilateral authority to demand, dictate, or impose changes to IWG-controlled media content.

#### **4. Relationship to Broker, Representative and Staff Agreements**

All brokers, representatives, and staff are onboarded under formal agreements that include, without limitation:

- Confidentiality and non-disclosure obligations
- Restrictions regarding use of IWG name, brand, and materials
- Post-engagement obligations

Media references, announcements, and profiles published by IWG are corporate assets and form part of IWG's official communications.

Such content does not become the personal property of the individual referenced.

Any request relating to modification or removal of media content must align with:

- The underlying agreement
- This Media Policy
- IWG's legal and compliance obligations

#### **5. Content Publication Principles**

IWG publishes media content in accordance with the following principles:

- Accuracy and factual correctness
- Transparency and consistency
- Professional reputation management
- Market, counterparty, and stakeholder confidence

IWG will not engage in reactive, rushed, or externally coerced changes that risk reputational harm or create adverse market inference.

#### **6. Minimum Publication Period**

All official media posts, announcements, or profiles published by IWG—whether on its website, LinkedIn page, or other official channels—are subject to a minimum publication period of thirty (30) calendar days.

This minimum period applies regardless of:

- Subsequent changes in personal circumstances of the individual
- External or third-party requests
- Requests from current or former brokers, representatives, or staff



The purpose of the minimum publication period is to:

- Avoid perceptions of internal instability
- Prevent misleading inferences or reputational speculation
- Ensure orderly and controlled communication governance

## **7. Requests for Removal or Amendment of Content**

### **7.1 General Rule**

IWG does not permit immediate or unilateral removal or amendment of published content upon request by:

- Brokers
- Representatives
- Employees
- External third parties

All requests must be:

- Submitted in writing
- Reviewed by Compliance and/or Legal
- Assessed against contractual, reputational, and regulatory considerations

### **7.2 Grounds Considered for Removal or Amendment**

IWG may consider removal or amendment only if:

- The minimum publication period has elapsed and
  - There is a formally concluded termination or variation of the relevant agreement and
  - The request does not conflict with IWG's legal, regulatory, or reputational interests
- IWG retains sole discretion.

## **8. Termination or Change of Engagement**

Termination of a broker, representative, or staff relationship:

- Does not automatically trigger removal of existing media content
- Does not invalidate prior lawful publication
- Must be concluded in accordance with contractual terms

Any associated media action will be handled:

- In a measured and orderly manner
- Following the minimum publication period
- With due regard to IWG's reputation and market positioning



## 9. Third-Party Employer or Counterparty Requests

IWG does not accept or act upon requests from:

- Prospective employers
- Competing firms
- Third-party institutions

regarding the alteration or removal of IWG media content relating to a current or former broker, representative, or staff member.

IWG takes no responsibility for requirements imposed by external parties on individuals.

## 10. Confidentiality and Non-Disclosure

This Media Policy operates in tandem with confidentiality and non-disclosure clauses contained in all IWG agreements.

Nothing in this policy:

- Waives confidentiality obligations
- Permits disclosure of sensitive internal information
- Alters post-engagement confidentiality responsibilities

## 11. Breach of Policy

Failure to comply with this Media Policy may result in:

- Contractual remedies
- Disciplinary action
- Legal enforcement
- Claims for reputational or commercial harm

## 12. Reservation of Rights

IWG expressly reserves all rights at law and in equity.

No delay, waiver, or decision under this policy shall constitute a waiver of any contractual, legal, or regulatory right.

## 13. Policy Review and Governance

This Media Policy:

- Forms part of IWG's Operating Procedures
- Is approved by senior management
- May be reviewed or amended at IWG's discretion
- Applies immediately upon adoption