



## Community Guidelines for Interwell Health

### Purpose

This charter outlines our approach to managing our social media channels and promoting a positive, respectful environment for our community. We are committed to transparency, providing accurate, evidence-based information, and supporting healthy conversations about the state and future of kidney care. To this end, we establish clear guidelines to ensure that our channels remain constructive, respectful, and focused on providing value to our followers.

### Principles

**Transparency:** We aim to provide clear, well-sourced information.

**Respect:** We welcome differing opinions and encourage respectful, fact-based discussion.

**Focus:** Our content and conversations are focused on improving quality of life and outcomes for people living with kidney disease, advancing value-based kidney care, and illustrating our company's vision to reimagine healthcare.

## Comment and Follower Management Guidelines

### Comment Management

Our goal is to maintain a respectful, informative, and inclusive social media presence. We moderate comments to protect our community and uphold our commitment to evidence-based healthcare. Comments may be removed if they meet any of the following criteria:

**1. False or Misleading Information:**

- Claims about our company, products, team members, or services that are demonstrably false or misleading.
- Unsupported medical or health claims that could lead to harm or misinterpretation.

**2. Spam and Promotional Content:**

- Content intended solely for self-promotion, including irrelevant product links, advertisements, or repetitive links to external websites not related to the conversation.

**3. Hate Speech or Harassment:**

- Comments that are offensive, abusive, or attack individuals or groups based on race, religion, gender, sexuality, or other characteristics.
- Persistent, hostile criticism intended to demean or discredit our company without constructive feedback.

**4. Inappropriate Language or Obscene Content:**

- Comments containing profanity, vulgar language, or any form of explicit content.

**5. Personal Attacks or Threats:**

- Comments that contain personal attacks on other followers, employees, or representatives of our company.
- Threats of violence or harm toward any individual or group.

**6. Off-Topic Content:**

- Comments that are irrelevant to the original post or intended conversation, detracting from meaningful dialogue.

## **Blocking and Restriction Policy**

While we aim to maintain an open forum for all, we may restrict or block individuals if:

1. They repeatedly violate our comment management guidelines despite warnings.
2. They are engaged in harassment or hate speech against the company, its employees, or other followers.
3. They exhibit consistent behavior that disrupts constructive, fact-based discussion, and negatively impacts the community.

## **Escalation Procedure**

In cases where comments or interactions may not clearly violate our policies but still appear disruptive or potentially harmful, our social media team will escalate these cases for further review.

## **Appeal Process**

Followers who believe their comments were removed or they were blocked in error may reach out to our team via [media@interwellhealth.com](mailto:media@interwellhealth.com) to request a review. We will evaluate appeals on a case-by-case basis and respond within a reasonable timeframe.

## **Updates and Review**

This charter will be reviewed quarterly and updated as needed to ensure alignment with evolving community needs and healthcare best practices.

We are dedicated to fostering a safe, informed, and vibrant community and appreciate the cooperation and respect of all our followers in helping us achieve this goal.