

Welcome to the Hershey Entertainment & Resorts Company ("HE&R") Social Media House Rules.

We encourage you to interact with us by leaving questions, comments, photos and videos on our various social media pages. We prefer not to moderate posts, but we do expect that Users, including fans, followers, visitors and guests to post material that is both relevant and respectful. To that end, by accessing HE&R's social media pages, you acknowledge and agree that HE&R reserves the right to review all posted materials and remove any that:

1. are abusive, defamatory, threatening, racist, obscene, indecent, or unlawful;
2. are false or misleading in any manner;
3. violate any law or regulation, including privacy laws;
4. infringe any intellectual property rights of any person or entity;
5. delete author attributions, legal notices, or proprietary designations or labels;
6. falsify origin or source of the material;
7. are spam;
8. attempt to solicit HE&R or its fans, followers, visitors or guests;
9. contain links to malicious software (phishing, spyware, etc.);
10. contain viruses, corrupted files, or any other similar software or program that may damage the operation of another's computer;
11. present a conflict of interest;
12. contain links to any of the above; or
13. are not in compliance with applicable social media platform terms and conditions, including but not limited to: · [Facebook Terms and Conditions](#) · [Twitter Terms of Service](#) · [Instagram Terms of Use](#) · [Pinterest Terms of Use](#)

HE&R's social media pages are intended to provide a place for Users to discuss various HE&R services and promotions. you acknowledge and agree that all comments, photographs, images, videos, and other types of material posted by Users on these social media pages ("User Content") do not necessarily reflect the opinions or ideals HE&R, its employees or affiliates. By accessing HE&R's social media page, You agree and acknowledge that HE&R (a) does not warrant the accuracy of any statements or claims made on any page, (b) is not responsible for and cannot be held liable for any User Content, and (c) does not endorse any opinions expressed on any page. By uploading User Content or participating in any HE&R social media marketing campaign, you acknowledge and agree that you are at least 18 years of age and have all necessary rights or permission to post the User Content, including images of others. HE&R reserves the right to remove User Content that does not comply with these House Rules or depicts content that is in violation of HE&R's company rules and/or safety regulations. By uploading User Content, you grant HE&R and its agents a non-exclusive, transferable, sub-licensable, royalty-free,

worldwide, perpetual license and right to use, reproduce, make derivatives of, distribute, publicly perform, and publicly display throughout the universe all or part of such User Content, including your name, image, voice or likeness, or any idea contained within such User Content, in any way, and in all media (now known or developed in the future), for commercial, marketing, advertising, promotional or any other purpose without approval by or consideration to you. By using or accessing any of HE&R's social media pages, or participating in any HE&R social media marketing campaign, you agree to comply with applicable social media platform terms and conditions and these House Rules. HE&R does not monitor every posting of User Content. We do expect, however, that Users will not post any material that falls into any of the categories listed above. HE&R reserves the right to block any User who violates these House Rules.