

## **RBL BANK SOCIAL MEDIA GUIDELINES**

Thank you for your interest in our official social media platforms.

We would request you to read through the below important pointers and guidelines before browsing and accessing our platforms. This guideline also applies to non-customers and RBL Bank staff / ex-staff members / associates / business partners visiting our social media platforms.

Please note that these guidelines are over and above the guidelines issues by the government / regulatory authorities from time to time and would supersede any previous guidelines / policies / terms and conditions agreed between RBL Bank customers and the Bank.

### **RBL Bank's official Social Media Platforms:**

Please follow us only on our verified social media channels to keep yourself updated about our various products and services, raise queries and share feedback.

### **Identification of our social presence:**

For Facebook, Twitter, Twitter Care and Instagram you can be guided by the verification tick mark (✓) which is placed next to the social media handle. Following are our official handles:

- **Facebook** - @TheRBLBank (<https://www.facebook.com/TheRBLBank>)
- **Twitter** - @rblbank (<https://www.twitter.com/rblbank>)
- **Twitter Care** - (@RBLBankCares) (<https://www.twitter.com/rblbankcares>)
- **Instagram** - @rbl\_bank ([https://instagram.com/rbl\\_bank](https://instagram.com/rbl_bank)) and
- **LinkedIn** - <https://www.linkedin.com/company/rbl-bank>
- **YouTube** - <https://www.youtube.com/channel/UC9iVf6lWY1Q6dVlfSvQ17JQ>

### **Prohibition to disclose your information:**

- You are strictly advised not to share your account details, card details, OTP, CVV or ATM PIN, passwords, UPI ID/PIN or any such other personal information with anyone over phone call/email/SMS or on any public platform like Facebook, Twitter, LinkedIn and Instagram / any other electronic or digital medium. In this connection, you are requested to be cautious and choose to interact with us solely at your discretion.
- Kindly note that, we will never ask for your personal, banking or confidential information, information related to your account, photos of your credit/debit/prepaid card, card information such as your card number, and expiry date, account number, OTP, CVV or ATM PIN/UPI ID and PIN via messages or emails. Neither will we ask you to download any app which does not belong to RBL Bank.
- RBL Bank will also never request you to transfer money for jobs/placements/contests played on social media. Beware of such messages and bring it immediately to our notice.

If you receive any such request, private message, direct message (DM) or a call requesting you to share the above stated details, please report them to us **immediately** on:

[reportfraud@rbl.bank.in](mailto:reportfraud@rbl.bank.in) and or our contact centres for banking and credit cards: +91 22 6232 7777

To understand your queries in detail, we would request you to share your contact number on private message/direct message (DM). Please do not share your number on the comment section or place it publically as a tweet and/or response. The Bank has the right to make reasonable enquiries to establish identity of the caller and only if satisfied, to go ahead and address the issue.

### **Social Media Language and Ethics:**

We request you to be respectful and refrain from using un-parliamentary/abusive language in your communication with us. We do not entertain any such disrespectful messages. RBL Bank reserves the right to delete customer comments in case they are not relevant to the post/conversation on which it has been posted or if it is abusive in nature. We reserve the right to delete any comment/post/tweet on any of our social media platforms that is offensive or belligerent or is a spam or any such material used which can violate intellectual property rights or any such content which promotes/advertises a business or an individual or any such post that entails of abusive, threatening, harassing, discriminatory or hateful language or political comments on any sensitive issue, gravitas of which shall be determined by RBL Bank only, or any irrelevant content to the topics discussed on our page.

Please follow the Terms and Conditions of the social media platform being accessed by you. Kindly also be guided by their Privacy Policy and note that we will not be responsible for the content, privacy or security policies of any external Websites or links.

Please protect yourself from suspicious or phishing links that may be shared via emails/private messages/direct messages on various social media platforms. RBL Bank will not be liable for any such link shared with you.

The information, material and content provided on this page or these Guidelines may be changed from time to time without prior intimation.

Our social media handles / pages are intended for you to reach out to us for seeking assistance in addressing your queries an issues. It is not intended for carrying out transactions / giving authorizations etc. for account opening / closing / transactions / sharing documents etc. The Bank reserves its right to respond / stop responding to your comments / posts partially or wholly / stop being on a social media platform without giving any prior notice.

Important Links:

<https://www.rbl.bank.in/do-not-call>

<https://www.rbl.bank.in/customer-knowledge-center>

Please do not forget to keep visiting this page for further safety tips and instructions. Thank you for giving us an opportunity to serve you!