



## Social Media Policy

**April 2013**

We encourage your comments on TrueNorthbyTomNorth.com and True North Productions, LLC's various social media sites, and hope you will join the discussions. We can't respond to every comment, particularly those that deal with individual medical/psychological cases and issues. We review posted comments and those that are off-topic or clearly promoting a commercial product generally won't make the cut. We also expect a basic level of civility; disagreements are fine, but mutual respect is a must, and profanity or abusive language is out-of-bounds.

By posting any comments, posts or other material on TrueNorthbyTomNorth.com and True North Productions, LLC -sponsored social media sites, you give TrueNorthbyTomNorth.com and True North Productions, LLC the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use your submission for any purpose in any form and on any media. You also agree that you will not:

- Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights.
- Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by TrueNorthbyTomNorth.com and True North Productions, LLC in its sole discretion.
- Post advertisements or solicitations of business.
- Post chain letters or pyramid schemes.
- Impersonate another person.
- Allow any other person or entity to use your identification for posting or viewing comments.
- Post the same note more than once or "spam."
- Post someone else's health information or any information that would violate patient privacy.
- Post comments related to ongoing or threatened litigations or investigations.

TrueNorthbyTomNorth.com and True North Productions, LLC reserves the right (but is not obligated) to do any or all of the following:

- Remove communications that are abusive, illegal or disruptive, or that otherwise fail to conform with these Terms and Conditions.
- Terminate a user's access to the social media sites upon any breach of these Terms and Conditions.
- Edit or delete any communications posted on the social media sites, regardless of whether such communications violate these standards.

Finally, you agree that you will indemnify TrueNorthbyTomNorth.com and True North Productions, LLC against any damages, losses, liabilities, judgments, costs or expenses (including reasonable attorneys' fees and costs) arising out of a claim by a third party relating to any material you have posted.

**DISCLAIMER:** This information is not intended as a substitute for medical advice from a qualified physician. If expert help is needed, the services of an appropriate medical professional should be sought.

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