



NUANCE'S SOCIAL MEDIA POLICY

Nuance supports the smart use of social media in the workplace as a way to help promote overall brand awareness for the company and as a tool to streamline and improve the way we conduct business. We encourage employees to find ways to leverage social media to drive toward business objectives, yet we want to clearly communicate our expectations when it comes to using these tools.

While all Nuance employees are encouraged to participate in social media, we expect everyone who participates to understand and adhere to Nuance's Social Media Policy. The goal is simple: leverage social media to drive business goals and participate online in a respectful and relevant way.

This policy applies to Nuance employees and contractors who create or contribute to social media platforms: blogs, wikis, social networks, virtual worlds, or any other kind of social media channel – both those hosted by Nuance (such as a Nuance Blog) and those external to the Company. If you log into Twitter, Facebook, Pinterest, Wikipedia, YouTube, Google+ pages, contribute to blogs or participate in activity on any social media platform, please review and become familiar with this policy.

Please note, any and all questions about this policy should be directed to privacy@nuance.com and matters related to social media should be directed to Corporate Communications – nuancenews@nuance.com.

Nuance's Policy Regarding Social Media Participation:

1. **Understand our policies.** At all times, know and follow Nuance's policies, including but not limited to our Code of Business Conduct and Ethics and Privacy Policy. Nuance's policies can be found on The Voice.
2. **Keep it in the family.** You may not disclose any confidential Nuance information or any third-party confidential information. Examples of confidential information include but are not limited to: protected health information (PHI), end user personal information, financial information, trade secrets and private, proprietary or confidential information, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications. Do not upload materials and documents without appropriate permissions, so as to ensure that such uploads comply with appropriate laws governing intellectual property. Do not provide comment or opinion on confidential information. All activity should comply with Nuance's applicable confidentiality, privacy and disclosure policies.
3. **Be honest and know your limits.** When using social media in your capacity as an employee of Nuance, never represent yourself or Nuance in a false and misleading way. Discuss matters only within your area(s) of expertise and avoid areas where you lack in-depth knowledge.
4. **Be transparent and add value.** If there is a connection between your social media activity and Nuance (your profession, our industries, our solutions, etc.) be the first to say so! When using social media in your capacity as an employee of Nuance, please share only meaningful, respectful content and always identify yourself by providing your name and, if relevant, your position at Nuance. When you are using social media on your own, always make it clear that you are speaking for yourself and

not on behalf of the Company. Consider also using a disclaimer such as the following – “The thoughts expressed are my own and do not necessarily represent those of Nuance.”

5. **If it’s personal, keep it personal.** If you are commenting about non-Nuance related matters (such as restaurant reviews or sports commentary), you should use a personal email address and make it clear that you are speaking for yourself and not on behalf of Nuance. Company email addresses should be used only for Nuance-related business and communications. Be aware that anything you post on social media can become widely distributed and will reflect upon you.
6. **RESPECT.** Use common courtesy. If you want to disagree with someone’s opinion or write about others, please consider being diplomatic. Make sure you have your facts straight so as to avoid making false statements. We ask that you please refrain from any and all disrespect when it comes to our competitors, customers, vendors, business partners, and other stakeholders. If you find yourself in a situation that is growing antagonistic and you become uncomfortable, maintain your composure and seek an opportunity to disengage gracefully. The Corporate Communications team can help you with best practices as needed.
7. **Know to whom you’re talking.** Recognize that on occasion a reporter, analyst or investor may approach you via social media – particularly in the time of a major Company announcement and/or crisis. When acting in your capacity as an employee of Nuance, never engage in social media activity on topics that might be considered a crisis situation. Please contact Corporate Communications to ensure the encounter and all communications on behalf of Nuance are properly handled.
8. **Use good judgment.** We expect you to be responsible and seek guidance when in doubt. Be cognizant of the power of social media and the voice you share via these platforms. What you say and do in social media will likely be around for a long time, so carefully consider your activity before engaging.

Additional Legal Information:

1. You are legally responsible for your postings to social media, so you may be subject to liability if your posts are found to be defamatory, harassing or in violation of other laws, including copyright and privacy laws.
2. Nuance reserves the right to remove inappropriate postings from Nuance-sponsored blogs and other social media platforms created and operated by Nuance.
3. Nuance expects you to respect the laws governing the use of trademarks, copyrights, and especially its logo and any proprietary graphics (collectively intellectual property or “IP”).
4. Nuance is not liable for any errors, omissions, losses or damages, claimed or incurred due to your participation in social media.
5. Nuance reserves the right to suspend, change or modify this social media policy at any time.

Update effective: July 1, 2014.