

ACM RESEARCH, INC.
Communication Policies

The Board of Directors (the “*Board*”) of ACM Research, Inc. (“*ACM*”) has approved these Communication Policies (these “*Policies*”) on October 12, 2017, and these Policies shall take effect immediately upon the closing of ACM’s initial public offering. The objective of these Policies is to ensure that communications to the public by or on behalf of ACM are:

- factual and accurate;
- disseminated on a timely basis and in a manner reasonably designed to provide broad, non-exclusionary distribution of information to the public; and
- made in a manner that complies with applicable laws and regulations.

These Policies apply to all employees of ACM and its subsidiaries and to all members of the Board (“*Representatives*”). Copies of these Policies are available at www.acmrcsh.com.

AUTHORIZED SPOKESPERSONS AND CORPORATE COMMUNICATIONS

Purpose

ACM restricts the number of persons who are authorized to communicate (including responding to inquiries) on behalf of ACM (the “*Authorized Spokespersons*”) with the media, industry and trade organizations, market professionals (for example, securities analysts, institutional investors, investment advisers, brokers and dealers) and stockholders in order to (a) limit the persons whose statements trigger ACM’s public disclosure obligations under Regulation FD (see “COMPLIANCE WITH LAWS—*Selective Disclosure Rule*” below) of the Securities and Exchange Commission (the “*SEC*”), (b) help ensure that all communications to members of the public are made by persons who are fully informed about both ACM and the guidelines and risks applicable to external communications, and (c) reduce the risk of inconsistent statements to the public.

*Communications with
Media, Market Professionals
and Stockholders*

The *Authorized Spokespersons* consist of:

- the Chief Executive Officer (the “*CEO*”);
- the Chief Financial Officer (the “*CFO*”); and
- other persons specifically designated in writing by the above individuals to speak with respect to a particular topic or respond to specific inquiries.

ACM shall maintain procedures designed to ensure that the Authorized Spokespersons are kept informed of material developments affecting ACM.

Representatives (other than the Authorized Spokespersons) who receive any inquiries from the media, market professionals or stockholders shall not respond to such inquiries but shall refer the questioner to an Authorized Spokesperson. Representatives assigned to ACM’s investor relations and marketing groups may, however, respond to routine inquiries for publicly available information in a manner consistent with guidelines established from time to time by an Authorized Spokesperson.

Prohibited Communications

Representatives (other than the Authorized Spokespersons) shall not discuss nonpublic ACM matters with, or disseminate nonpublic ACM information to, anyone outside ACM, except in the ordinary course of business as required in the performance of ACM duties and in

Communications Using Social Media

accordance with appropriate confidentiality arrangements.

Except in the ordinary course of business as required in the performance of their ACM duties, Representatives shall not respond to inquiries from anyone outside of ACM about ACM's customers, suppliers or business partners without prior approval from an Authorized Spokesperson.

The following guidelines apply to the use by Authorized Spokespersons of social media on authorized corporate channels. *For guidance applicable to personal use of social media, see ANNEX A, "SOCIAL MEDIA GUIDELINES FOR PERSONAL USE."*

As used in these Policies, "social media" means any digital technology or practice that enables people to use, create and share content, opinions and insights in conversations over the internet, including not only communication channels traditionally identified as social media such as Facebook, LinkedIn and Twitter but also other channels such as Instagram, YouTube, blogs, wikis, chatroom postings and website comments.

The legal standards applicable to press releases and other public communications by ACM are equally applicable to ACM's social media communications. Accordingly, ACM shall adhere to the following guidelines with respect to its social media communications.

Disclosure

ACM may use social media channels to publicly disseminate material nonpublic information (as defined below under "DISCLOSURE OF MATERIAL NONPUBLIC INFORMATION—*Definition of 'Material' and 'Nonpublic'*") only if:

- ACM has provided investors with advance notice that the social media channels may be used to disseminate information;
- the social media channels disseminate the information in a manner that makes it available to the securities marketplace generally; and
- there has been a reasonable waiting period for investors and the securities marketplace to react to the disseminated information.

If those requirements have not been met, no material nonpublic information shall be disseminated via social media until after the information has been publicly disseminated through an SEC filing, a press release or another means satisfying Regulation FD.

Administration

The Authorized Spokespersons shall be responsible for managing the administration of ACM's social media communications. Social media communications shall be subjected to the same review and level of care as all other public statements made by ACM.

ACM shall maintain records of all online social media communications and, unless otherwise provided in a document retention policy implemented by ACM, shall preserve all communications on ACM-sponsored social media channels in accordance with applicable law or regulation and any document retention policy developed by ACM.

All social media accounts created or used by employees on behalf of ACM shall belong solely to ACM. This includes all log-in information, passwords and content associated with each account, including followers and contacts.

Practices

In communicating by social media, an Authorized Spokesperson shall follow the following disclosure practices:

- clearly indicate that the communication is made on behalf of ACM by, for example, stating that it is “sponsored by ACM” or including ACM’s logo;
- take care to protect proprietary, confidential information and trade secrets of ACM and ACM’s business partners;
- seek to provide information and add value to stockholders, potential investors, employees or business partners with each communication;
- ensure the communication is factually accurate and avoid disparaging comments that could affect ACM’s credibility;
- portray a balanced discussion of the subject matter by including the full context of a communication or, if space is limited (for example, due to Twitter’s character limit), linking to full-context posts or discussions on ACM’s website or other social media channels; and
- do not link to, “retweet” or “like” posts or information from non ACM sources unless the Authorized Spokesperson would be comfortable, consistent with these guidelines, making those statements on ACM-sponsored social media channels.

Website

The legal standards applicable to press releases and other public communications by ACM are equally applicable to ACM’s website. Accordingly, ACM shall adhere to the following guidelines with respect to its website.

Disclosure

ACM’s website may be used to publicly disseminate material nonpublic information only if:

- ACM has provided investors with advance notice that the website may be used to disseminate information;
- the website disseminates the information in a manner that makes it available to the securities marketplace generally; and
- there has been a reasonable waiting period for investors and the securities marketplace to react to the posted information.

If those requirements have not been met, no material nonpublic information (as defined below) shall be posted on ACM’s website until after the information has been publicly disseminated through an SEC filing, a press release or another means satisfying Regulation FD.

Administration

The CEO and the CFO shall be responsible for managing the administration of ACM’s website, including appointment of a webmaster with responsibility for reviewing and approving all material before it is posted on ACM’s website. The website shall be subjected to the same review and level of care as all other public statements made by ACM, and all information on the website shall be reviewed periodically for the purpose of updating or deleting inaccurate or misleading information. Older information that ACM wishes to retain for informational purposes shall be segregated into an archive section.

Third-Party Links

ACM shall not include reports of financial analysts, or hyperlinks to such reports, on ACM’s website. No other hyperlink shall be included on ACM’s website without the prior approval of an Authorized Spokesperson.

Third-Party Consents

ACM shall obtain any approvals or consents required in connection with the posting of third-party information and shall take other appropriate steps to avoid posting materials on its website that it does not own or have a valid right to use.

*Nothing in this “AUTHORIZED SPOKESPERSONS AND CORPORATE COMMUNICATIONS”
or in ANNEX A, “SOCIAL MEDIA GUIDELINES FOR PERSONAL USE,”
shall be deemed to prohibit ACM employees from engaging in activities protected by
applicable law, including the rules and regulations of the National Labor Relations Board.*

“NO COMMENT” POLICY

Purpose

ACM has adopted and follows a “no comment” policy with respect to inquiries or rumors concerning:

- prospective developments or transactions involving ACM or its business (including inquiries or rumors relating to the status of discussions, or ACM’s plans, with respect to an acquisition of or by ACM);
- prospective developments regarding the status or timing of the development, regulatory approvals, manufacture or commercialization of ACM’s products; or
- projections of, or guidance regarding, future financial performance by ACM, including reaffirmation of any previously provided projections or earnings guidance.

The “no comment” policy enables the Authorized Spokespersons to respond to such inquiries or rumors in a manner that avoids premature disclosure of a potential development or transaction and that minimizes the awkwardness of a refusal to respond. Without this policy, an Authorized Spokesperson would not be able to respond truthfully if a potential development or transaction is pending but not yet ripe for public disclosure. The “no comment” policy also helps ACM avoid an obligation to update prior public statements when, as a result of intervening events, the prior response is no longer accurate.

Permitted Responses to Inquiries and Rumors

The Authorized Spokespersons shall respond to any inquiry or rumor regarding the matters set forth under “—*Purpose*” above only with a statement to the effect that it is the policy of ACM (a) not to comment on or respond to inquiries or rumors concerning prospective corporate developments or transactions and (b) not to reaffirm, other than through appropriate public disclosure, previous statements or guidance about future financial performance. If the source of a rumor is found to be internal, ACM’s counsel should be consulted to determine the appropriate response.

Prohibited Communications

Until such time as ACM has made appropriate public disclosure, as authorized by the Board, the CEO or the CFO, no Authorized Spokesperson may comment on, or substantively respond to inquiries or rumors concerning, the matters set forth under “—*Purpose*” above. (Representatives other than the Authorized Spokespersons are prohibited from responding to any such inquiries or rumors as described in “AUTHORIZED SPOKESPERSONS AND CORPORATE COMMUNICATIONS” above.) A statement to the effect that an Authorized Spokesperson is “not aware of any information” or a denial by an Authorized Spokesperson that any development or transaction exists is inconsistent with the requirements of the “no comment” policy and, if inaccurate, could result in liability as a false and misleading statement.

DISCLOSURE OF MATERIAL NONPUBLIC INFORMATION

Purpose

ACM is committed, consistent with Regulation FD, to providing timely, orderly, consistent and credible material information to ACM's stockholders and potential investors. ACM has developed detailed guidelines and procedures for receiving requests for, and ultimately disclosing, material information. It is ACM's policy to comply with all applicable periodic reporting and disclosure requirements established by the SEC, including Regulation FD. To this end, ACM will disclose material information about ACM publicly and on a timely basis, as required by law.

Definition of "Material" and "Nonpublic"

Information concerning ACM is considered "*material*" if there is a substantial likelihood that a reasonable stockholder would consider the information important in making a decision to buy or sell ACM's securities. Stated another way, there must be a substantial likelihood that a reasonable stockholder would view the information as having significantly altered the "total mix" of information available about ACM. Material nonpublic information can include positive or negative information about ACM. Information concerning any of the following subjects, or ACM's plans with respect to any of these subjects, is the type of information that often is considered to be material information:

- ACM's revenues or earnings;
- a merger, acquisition, tender offer or joint venture involving ACM;
- a possible proxy fight;
- a change in the executive officers or directors;
- the public or private sale of a significant amount of securities of ACM;
- the establishment of a program to repurchase securities of ACM;
- a stock split;
- a cash or stock dividend;
- a new product approval or release, an important regulatory development (including clinical trial results), or a significant development, invention or discovery;
- the loss, delay or gain of a significant contract, sale or order or other important development regarding suppliers, resellers, sales channels or ultimate customers;
- an actual or threatened major litigation or regulatory or enforcement action involving ACM, or resolution of any such matter;
- contents of forthcoming publications that may affect the market price of ACM securities, including statements by securities analysts regarding ACM or its securities; or
- a change in, or dispute with, ACM's independent accountants.

This list is illustrative only and is not a comprehensive list of circumstances that could give rise to material information. When in doubt, Authorized Spokespersons should seek guidance from ACM's counsel.

Information concerning ACM is considered to be "*nonpublic*" if it has not been disseminated in a manner making it available to investors generally.

Manner of Disclosure

ACM shall make disclosures of material nonpublic information only:

- in a manner reasonably designed to provide broad, non-exclusionary distribution of the information to the public, such as by means of a press release that is distributed in a manner reasonably designed to ensure wide dissemination;
- on a conference call or in another forum that is accessible to the public and for which adequate advance notice has been provided;
- in a filing with the SEC on an appropriate form; or
- pursuant to a confidentiality agreement or by such other means that, after consultation with counsel, is believed to be in compliance with Regulation FD and other applicable laws.

Forward-Looking Financial Information

Except as may otherwise be determined from time to time by the Board, the CEO or the CFO, ACM shall provide the following guidance regarding ACM's expected future financial performance:

- on a quarterly basis in conjunction with its quarterly public announcement of earnings, targeted or projected revenue;
- on an annual basis in conjunction with its announcement of fourth quarter financial results, targeted or projected revenue for the next fiscal year; and
- such other key metrics of ACM's business that the Board, the CEO or the CFO determines from time to time is appropriate for public disclosure.

ACM shall include any forward-looking information described in the preceding paragraph either (a) in its quarterly earnings releases or (b) during the conference call following the earnings release, *provided* it provides adequate public notice of and access to that call. The CEO and the CFO shall establish guidelines as to the manner of providing such information designed to ensure consistent disclosure practices by ACM, reduce the risk of selective disclosure, and facilitate future responses to analysts and others seeking information that ACM does not wish to publicly disclose.

Safe Harbor and Disclaimers

All public disclosures of financial or other forward-looking information shall, to the broadest extent practicable, invoke the safe harbor under The Private Securities Litigation Reform Act, which requires, among other things, that (a) oral forward-looking statements cite readily available written materials (such as SEC filings) that include meaningful cautionary statements and (b) written forward-looking statements be accompanied by meaningful cautionary statements. In order to facilitate the invocation of the safe harbor with respect to oral forward-looking statements, ACM shall, in accordance with applicable SEC requirements, keep the risk factors included in its SEC filings up to date so as to accurately reflect the current risks and uncertainties confronting ACM.

Except to the extent imposed by law, ACM shall not undertake, and shall specifically disclaim, any obligation to update any forward-looking information provided by ACM. As described in "NO COMMENT POLICY" above, ACM will not respond, except by means of an appropriate public disclosure, to any inquiries seeking reaffirmation of such information at any date subsequent to the date as of which such information was provided.

*Conference Calls with
Investment Community*

ACM's conference calls with securities analysts and investors, such as the calls that follow quarterly earnings releases, generally shall be structured as public forums in which ACM is able to provide meaningful information on a broad, non-exclusionary basis, while minimizing, to the extent practicable, legal risk to ACM. To this end, ACM shall:

- provide advance public notice of the conference call, with the means of providing notice, and the contents and timing of the notice, being determined by the Authorized Spokespersons in compliance with Regulation FD and other legal requirements.
- allow broad participation in the conference call, although the Authorized Spokespersons may, to the extent they determine to be appropriate, limit the ability of some or all participants to raise questions during the call;
- hold the conference call only after public dissemination of a related press release;
- script the presentation to be made during the conference call, with such review of the script by ACM's counsel and independent accountants as the Authorized Spokespersons determine to be desirable;
- comply with rules for non-GAAP financial measures, including Regulation G and Item 10(e) of Regulation S-K;
- include in the conference call (a) a "safe harbor" statement under The Private Securities Litigation Reform Act relating to forward-looking statements, (b) a disclaimer of the duty to update, and (c) a statement about the use of non-GAAP financial measures and the website location where ACM has posted any information required by Regulation G;
- make replays of the conference call available for a limited time, as determined by the Authorized Spokespersons after consultation with counsel; and
- neither distribute a transcript of the conference call to anyone other than Representatives nor post such a transcript on ACM's website, unless required by law or regulation.

Analyst and Investor Meetings

The Authorized Spokespersons may respond to inquiries from, or meet with, securities analysts and investors in nonpublic forums in order to assist the analysts and investors in gaining a better understanding of ACM and to provide investors with the opportunity to meet and assess management. ACM shall not, however, intentionally disclose any material nonpublic information in those nonpublic interactions.

In addition, the following guidelines shall apply specifically to dealings with securities analysts:

- Analyst reports and earnings models may be reviewed only by the CEO or the CFO and only to correct errors that can be corrected by referring to publicly available, historical, factual information or to correct any mathematical errors. No Representatives, other than the CEO or the CFO, shall conduct any such review, and no Authorized Spokesperson shall communicate to any analyst any other type of feedback or guidance on any analyst report.
- ACM shall not distribute any analyst report to stockholders, prospective investors, the media or other external parties.

- No Representatives shall endorse or confirm, or express “comfort” with, any projections contained in an analyst report.

Required Public Disclosures

If ACM determines that one of its Representatives has disclosed material nonpublic information, the information must be disclosed promptly via a means reasonably designed to provide broad, non-exclusionary distribution to the public, such as a Form 8-K, a press release distributed through widely circulated news or wire services, or a posting of the information on ACM’s website if ACM has previously identified the site as a means of disclosing public information.

In the event of any *non-intentional* disclosure of material nonpublic information that creates a duty under Regulation FD to make a prompt public disclosure of such information, ACM shall publicly disclose such information as soon as reasonably practicable and in any event by the later of (a) 24 hours after the time an ACM official learns of the non-intentional disclosure and (b) the commencement of the next day’s trading of securities on the New York Stock Exchange.

In the event ACM learns that an ACM representative has *knowingly* disclosed material nonpublic information that creates a duty under Regulation FD to make a prompt public disclosure of such information, ACM shall make public disclosure of such information as soon as reasonably practicable.

Dissemination of Information Within ACM

ACM shall take reasonable steps to ensure that material nonpublic information is disseminated only to the Authorized Spokespersons, other officers and those employees who need to know such information in the performance of their ACM duties.

Disclosure Committee

ACM may, in the discretion of the CEO and the CFO, establish and maintain a Disclosure Committee, whose responsibilities may be set forth in a committee charter, disclosure controls and procedures, or other similar documentation. Any Disclosure Committee typically shall review in advance all SEC filings as well as all press releases relating to ACM’s operating results or financial position.

COMPLIANCE WITH LAWS

Selective Disclosure Rule

These Policies are intended to be applied in a manner that is consistent with the requirements of Regulation FD, the SEC's selective disclosure rule that regulates communications between public companies and certain specified persons ("*Regulation FD Persons*"), including:

- broker-dealers and persons associated with them, including investment analysts;
- investment advisers, certain institutional investment managers and their associated persons;
- investment companies, hedge funds and affiliated persons; and
- stockholders who it is reasonably foreseeable would trade on the basis of the information.

Regulation FD prohibits the disclosure of any material nonpublic information about ACM to Regulation FD Persons. In the event of any uncertainty, Authorized Spokespersons should contact counsel before having conversations with Regulation FD Persons in order to review as much of the substance of the intended communication as possible, including slides and other prepared materials.

The prohibitions of Regulation FD do not apply to:

- *public information* that has been disseminated through the recognized channels of distribution calculated to reach the securities marketplace, provided investors have been afforded a reasonable period to react to the information;
- communications in the *ordinary course of business* among Representatives or with customers, suppliers, strategic partners, or press or government personnel;
- communications to *persons owing a duty of trust* to ACM, including counsel and financial advisers; or
- communications to *persons expressly agreeing to appropriate obligations of confidentiality*.

Antifraud Rules

All public disclosures by ACM shall be made in compliance, with all applicable laws, including the antifraud provisions of Rule 10b-5 under the Securities Exchange Act of 1934. Rule 10b-5 makes it unlawful for anyone to engage in any deceptive or fraudulent act in connection with the purchase or sale of a security. Because the investing public may rely on statements by ACM in making decisions to purchase or sell ACM's common stock, virtually every public statement by ACM or its Representatives may be deemed to be made in connection with the purchase or sale of ACM's common stock and may subject ACM to liability. One common type of violation of this rule is a material misstatement or omission by ACM in a public statement or press release. If ACM elects to make or issue any public statements, whether oral or in writing, such statements must be accurate and complete in all material respects, should not contain undue hyperbole, and should not unduly emphasize either positive or negative facts or issues to the exclusion of countervailing factors.

Duty to Correct and Duty to Update

If ACM has publicly made an inaccurate or misleading statement, ACM has a "*duty to correct*" that statement.

If ACM has publicly made a forward-looking statement that has

subsequently become inaccurate or misleading due to changes in circumstances, ACM *may* have a “*duty to update*” that prior statement. The law is unsettled as to whether a company has a “duty to correct” a statement that was true and not misleading when made. While there may be circumstances in which it is necessary, under applicable legal requirements, or advisable, for investor relations reasons, for ACM to update prior forward-looking statements, ACM should try to avoid any actions or statements that voluntarily impose a duty to update upon ACM.

NASDAQ Requirements

Notwithstanding any provision of these Policies, the Authorized Spokespersons are authorized to make such disclosures as may be required to satisfy the rules and regulations of the NASDAQ Stock Market, after consultation with counsel.

Insider Trading Liability

All Representatives are reminded that, in addition to the matters covered in these Policies, ACM’s internal policies and the federal securities laws prohibit:

- any employee who is aware of material, nonpublic information about ACM from purchasing or selling securities of ACM or from communicating such information to any other person under circumstances in which it is reasonably foreseeable that such person is likely to purchase or sell such securities; and
- any employee who is aware of material, nonpublic information about another company obtained directly or indirectly from that company in the course of performing his or her employment duties from purchasing or selling securities of such company or from communicating such information to any other person under circumstances in which it is reasonably foreseeable that such person is likely to purchase or sell such securities.

Every ACM employee should be familiar with ACM’s Insider Trading Policy, a copy of which is available at www.acmrush.com.

Public Offerings

Notwithstanding any provision of these Policies, the Authorized Spokespersons are authorized, in connection with a public offering of securities by ACM, to make such disclosures (including through participation in road show meetings) as they may, in consultation with counsel, deem necessary or appropriate.

ANNEX A
Social Media Guidelines for Personal Use

The Board of Directors (the “*Board*”) of ACM Research, Inc. (“*ACM*”) has adopted these Social Media Guidelines for Personal Use (these “*Guidelines*”). These Guidelines have been approved by the Board on October 12, 2017 and shall take effect immediately upon the closing of ACM’s initial public offering. These Guidelines apply to all employees of ACM and its subsidiaries and to all members of ACM’s Board.

These Guidelines form a part of the Communication Policies, and together these Guidelines and the Communication Policies apply to any personal use of social media, regardless of whether at work or not, when those communications relate directly or indirectly to ACM or its products or employees.

Social media continues to evolve and change the way we work, communicate internally and externally and interact with our customers, vendors, stockholders and other stakeholders. While social media creates new opportunities for communication and interaction, it also creates new responsibilities for you and new risks for both you and ACM.

These Guidelines are written in a less formal, more conversational tone than some of our other policies and guidelines but that does not make them any less important. Failure to follow these guidelines when using social media could have serious consequences for ACM and you, including termination of employment in accordance with applicable law. Please always keep these Guidelines—and common sense—in mind when using social media.

Social Media Defined

When we use the term social media, we mean any digital technology or practice that enables people to use, create and share content, opinions and insights in conversations over the internet. This includes many of the communication channels traditionally identified as social media such as Facebook, LinkedIn and Twitter. However, it also includes other channels such as Instagram, YouTube, blogs, wikis, chatroom postings and website comments.

Be Transparent

When discussing any topics relevant to ACM, be clear who you are and include your affiliation with ACM. Never use fake aliases or create fake posts to positively or negatively mislead readers. Quickly correct mistakes and be open about previous posts that have been altered.

Be Accurate

Make sure what you post is factually accurate. If you see or learn of misrepresentations about ACM, you may point out the misrepresentation but stick to accurate facts and avoid unproductive arguments. When posting about competitors generally, also stick to facts and always avoid disparaging comments that could negatively affect your or ACM’s credibility.

*Respect Privacy, Copyright
and Trademark Laws*

To avoid violations of privacy, copyright and trademark laws, do not post audio, video, pictures or other content without the consent of those owning or appearing in the media. When quoting copyrighted work, be sure to credit the original source and, if appropriate, add a link.

Only use ACM logos and trademarks if you are specifically authorized by the Chief Executive Officer or the Chief Financial Officer to do so. If you are not an Authorized Spokesperson identified in the Communication Policies, ACM’s name should not appear in your social media screen names.

*Protect Customers
and Vendors*

Do not refer to our customers or vendors by name or reveal any confidential information related to them without advance permission from the Chief Executive Officer or the Chief Financial Officer. Also, do not discuss or conduct business with customers or vendors in an online forum.

*Use a Disclaimer When
Discussing ACM*

Make it prominently clear in your profile or posts that your statements and opinions are your own personal views and that you are not speaking on behalf of ACM when speaking about ACM or its products or employees. Only Authorized Spokespersons identified in the Communication Policies may speak on behalf of ACM through social media channels. Here is an example of a disclaimer that may be used for this purpose:

“I am an employee of ACM Research, Inc. My statements and opinions on this site are my own and do not necessarily represent those of ACM Research, Inc.”

Remember, simply including the disclaimer does not relax or eliminate your need to comply with these Guidelines.

*Be Mindful of the Lines
Between Personal and
Professional Life*

Referring to ACM in your personal social media communications blurs the lines between your personal life and your workplace responsibilities. You are identifying yourself as an employee of ACM, so be sure that other content associated with you is consistent with both these Guidelines and the image you want to portray to your colleagues and managers and to ACM’s customers. Statements, pictures or other media originally intended for your friends and family may be forwarded and seen by colleagues, managers and customers.

Do Not Respond to Negativity

Social media channels may include negative posts about ACM or its products. If you are not specifically authorized to do so, these matters are better handled by those trained and authorized to speak on official ACM social media channels. Please forward any negative posts that you feel require further attention to the Authorized Spokespersons.

*Do Not Use ACM Email
Address to Register or Post*

Unless you are an Authorized Spokesperson and are speaking on behalf of ACM, use a personal email address, not your ACM email address, when registering or posting on personal social media networks.

*Do Not Use Personal Social
Media at Work*

Refrain from using social media in a personal capacity while working or on ACM-provided equipment.

Extra Care by Officers

Even with an appropriate disclaimer, ACM officers should keep in mind that their statements can still be construed by employees and the public as speaking for ACM due to the nature of their positions. Accordingly, management and executives should use extra care when using social media.

*Think and Ask Before
Posting if Unsure*

Once something is posted on the internet, it can be impossible to completely delete. Think hard before posting anything that might be inconsistent with these Guidelines. If you have any questions, you are encouraged to ask an Authorized Spokesperson before you post.

Nothing in these “SOCIAL MEDIA GUIDELINES FOR PERSONAL USE” shall be deemed to prohibit ACM employees from engaging in activities protected by applicable law, including the rules and regulations of the National Labor Relations Board.