

## Terms of Use - Online Media

Soft Bones Canada™ "(herein SBC)" is a nationwide, community-based voluntary health organization dedicated to raising awareness and being a source of education, information, encouragement, and support for Canadian individuals and their families affected by Hypophosphatasia (herein HPP), including interested individuals in the medical community.

The SBC Facebook page, Twitter and Instagram accounts and all (collectively, "social media channels") are social media locations for community members to connect to and learn about SBC and HPP through information, pictures and video concerning initiatives and programs. Our goal is to provide useful and interesting content and encourage open and respectful dialogue relating to issues and topics relating to HPP in Canada and around the world.

SBC reserves all rights relating to the organization's social media channels, including but not limited to: (i) adding, removing, or modifying any content, (ii) blocking disruptive users; and (iii) discontinuing any of our social media channels at any time.

Discussion of medical and health topics should never be construed as medical advice. You are advised to contact a health care professional in your area if you need medical advice. SBC does not represent that the information on SBC's social media channels is accurate, complete, reliable, useful, timely or current. You read all content at your own risk. Do not rely on the information or advice in any of these postings.

SBC may, in its sole discretion, delete irresponsible content or content that is otherwise inconsistent with the purpose of the SBC social media channels; namely, dissemination and sharing of on-topic, appropriate content. To the extent applicable, SBC reserves the right to block any user that fails to follow these Terms of Use. Examples of inappropriate or off-topic messages include, but are not limited to, the following:

- Defamatory, malicious, obscene, intimidating, discriminatory, harassing or threatening comments or hate propaganda;
- Calls to violence of any kind;
- Activity that violates any law or regulation;
- Attempts to target SBC or SBC followers to offer goods or services, of either a commercial or private nature;
- Spam directed at SBC or any of SBC's followers, including any form of automatically generated content or repeatedly posting the same content;
- Content that includes medical advice that may be unsolicited and/or unverified;
- Content deemed to be false or misleading;
- Any potential infringement upon any intellectual property rights, including but not limited to, brand names, trade names, logos, copyrights or trade secrets of any person, business or place;
- Other content deemed to be off-topic or to disrupt the purposes of the channel, its Followers, and its sense of community and acceptance; and
- Content posted by fake or anonymous users.

Our social media channels are not the appropriate place to resolve issues, complaints or suggestions about individual, medical, sales and service experiences. This does not mean we do not want to hear about such issues, but these types of concerns are best handled by trained representatives. If you're interested

in sharing comments or feedback outside the scope of these channels, you can send a message through the “Contact Us” tab on [www.softbonescanada.ca](http://www.softbonescanada.ca). Comments may be forwarded to other SBC departments and personnel to ensure appropriate follow-up.

Please keep in mind that SBC, does not create, control, represent, or endorse any opinions or statements expressed by others within its social media channels, including those that Follow/Like SBC and those Followed/Liked by SBC and that any content posted by anyone other than SBC is the responsibility of the submitter and not SBC.

Links which take you out of our social media channels, websites, and digital assets are not under the control of SBC, and SBC is not responsible for the terms and conditions, privacy policy, or content of any such site or any further links from such site. SBC is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement of the linked site by SBC.

Also, please keep in mind that if SBC follows another user’s account, “likes” another page, re-tweets, “favorites,” shares, or otherwise re-posts another user’s content, such an action does not constitute an endorsement.

You should understand that content you submit to our social media channels are public and will not place SBC under any obligation to you. This means SBC is free to disclose and use the ideas contained in content on a non-confidential basis to anyone without any liability to you. You should not use SBC's social media channels to submit unsolicited ideas. By posting you need to understand that you don’t have ownership rights in such ideas, that we won’t compensate or reward you. You agree that by posting content on our social media channels, you grant us a worldwide, non-exclusive, royalty-free license with the right to use, copy, reproduce, process, adapt, modify, publish, transmit and display and distribute such content in any and all media or distribution methods now known or later developed. Further, by submitting content you represent and warrant to SBC that you are the sole owner of the content and that SBC's use of the content will not violate the rights of any third party, including, but not limited to copyright rights; and that you will defend and hold SBC harmless from any and all claims arising therefrom. By submitting content, you waive any right to inspect or approve of such uses and agree to hold SBC harmless.

This page is intended for a global audience.