CONTENT CONTRIBUTION, MODERATION AND APPROVAL POLICY

a. Each and every bit of content published on the Bank website should be verified and checked thoroughly as the public expects nothing less than authentic and accurate information from a credible source such as an official Bank website. The Bank MUST have a Content Contribution, Moderation and Approval Policy (CMAP) stating the responsibility, authorization and workflow details with regard to content publishing on the site.

b. The Homepage MUST and every important entry page of all Bank websites/portals should display a timestamp indicating one of the following: a. Date on which the information was posted on the website. b. Date on which the content was last reviewed and/or modified.

c. Every piece of content appearing on the Bank website should be reviewed after a pre-decided duration i.e. the entire website content would be reviewed monthly for syntax checks by the Content Provider for its accuracy, relevance and currency.

d. The Content Provider should acknowledge on the specified format issued by Publicity & Public Relations Section, Marketing, Public Relations and Third Party Products Wing on monthly basis that the contents uploaded in our Bank's corporate website pertaining to their Wing/Circle/Administrative Unit are updated and correct. (As per the Annexure attached).

e. Though content management of our Bank's corporate website has been assigned to Web Communication, the ownership of the contents hosted in the website remains with the respective wings. Further, to ensure that updated contents displayed on the website, Web Communication Team will randomly check the website content and the discrepancies found will be brought to the notice of the respective Wings & follow up for updation.

f. Web Communication Team will also place a monthly information note to the Marketing, Public Relations and Third Party Products Wing Head for having obtained the monthly confirmation from the Content Provider Wings.

g. In case the nature of the content is 'historical' i.e. it will never change (e.g. press releases, speeches, published reports/documents of a Department etc.), the date of posting the content may be mentioned along with a note indicating the nature of the document and explaining that it is not subject to revision.

h. In case the reports and documents are voluminous and it is difficult to mention the timestamp on every page, the same MUST be indicated on the main page as well as on all icons/places which link to that document

i. For time sensitive content which expires after a certain date (e.g. tender notifications, announcements, contest entries etc.), a policy on whether the content should be archived for future reference or removed altogether from the website should be decided by the concerned Wing after careful consideration of the nature of content. However, 'expired or outdated' content MUST not be presented or flashed on the website. Such content should be removed or archived as per the content archival policy (CAP).

j. Bank should ensure that homepage, all major entry points, and navigational elements of Bank websites are written in clear language appropriate for the site's content.

k. Bank's website caters to diverse target audience with diverse demographic profiles and educational background. Therefore, it is highly desirable that the language used in the

Bank's website is understood easily and correctly by all sections of the audiences. Departments may test the language and its comprehension with a sample set of typical visitors before making the site live for all audiences.

l. Writing for the web is very different from writing for the Print medium. One of the best ways of making the language web friendly is to keep the sentences short and simple. Long, convoluted sentences seem forbidding on screen and can distract the visitors.

m. The language used in the Bank website MUST be free from any spelling or grammatical errors of any kind. Further, there should be uniformity across the site when it comes to using British/American English.

n. Abbreviations/Acronyms, which may be typical in Bank parlance and may not be commonplace with citizens of diverse backgrounds should be avoided or expanded at all possible places. At the same time, if a short form or abbreviation of a term is more popularly known and understood by the citizens then along with its full form, the short form should be mentioned.

o. The language of complete web page MUST be indicated by the use of language attribute. If there are any changes in the default language of the document, either in the document's text or any text equivalents (e.g., captions), they MUST be clearly identified.

p. Currency: The mention of Indian Currency should be uniform across Bank Website. As per international convention, any monetary value in terms of Indian currency may be described as INR (Indian National Rupee or `₹').

q. Time: To mention timings in any context, the IST (Indian Standard Time) should be used and if possible, the standard reference of it with respect to the more widely known internationally GMT (Greenwich Mean Time) may be mentioned. Phone Numbers: The format for mentioning the phone numbers should be according to international conventions (+Country Code - Area Code- Phone No.) and uniform across all Indian Bank websites. e.g. +91-11-2430XXXX.

r. Date: The format for date across all pages of Bank website should to be dd/mm/yyyy to ensure uniformity.

s. Holidays: Holidays and Work Hours may vary between geographical areas and cultures and hence the websites should provide and clarify information taking into account the culturally specific terms. Time zone variations as well as workday variations should be considered in this context.

t. Icons: Icons can be international symbols or may be culturally dependent. Icons may be accompanied by text to assist individuals who are not familiar with the icons. Icons that present meaningful information must be accompanied with alternate text to assist persons with visual impairment.

u. Postal/Physical Address: When presenting or collecting address information, country, state and postal/pin code should be included. It is important to know that postal codes across Countries vary in format, and validation code should take this into consideration. It may be useful to collect Country, State or Postal/ PIN Code information before other information to

minimize the user entry required, although it may not be made compulsory as many users may not know details such as PIN Code.