



## Communication Master Policy

### BACKGROUND

The “Communication Master Policy” defines the controls, rules, and standards necessary for all RCU communication activities to adhere to across communication and engagement within the public space.

The “Communication Master Policy” aims to define the main controls, rules, and standards necessary for managing RCU communication activities in a manner that will:

1. Ensure the protection of RCU's reputation in the public space
2. Outline the requirements and expectations for all forms of internal and external communication with the media and the public at events
3. Ensure employees are protected from unauthorized or reactive media exposure

### SCOPE

This policy applies to all RCU affiliates, contractors, and partner entities authorized to represent or endorse RCU's business.

Related policies:

1. ESG Suppliers Code of Conduct Policy
2. Data Privacy and Protection Policy
3. Intellectual Property Policy

### DEFINITIONS

**RCU:** The Royal Commission for AlUla.

**Business Owner:** The related department within RCU

**Contractors:** RCU contractors include vendors, operators and sub-contractors, individuals and freelancers who are registered with the RCU and seeking to provide goods and/or services to the RCU, or who are currently parties to agreements for such purposes with the RCU or one of its contracts.



### **CONTROLS FOR RCU CORPORATE BRANDING**

1- RCU affiliates and contractors shall align with the Communications and PR Sector for branding purposes for guidance and advice to ensure adherence to RCU guidelines

### **CONTROLS FOR COMMUNITY COMMUNICATIONS AND ENGAGEMENT**

- 1- All community communication with community in the RCU Geographical Boundaries must be managed by the Communications and PR Sector in coordination with the related departments
- 2- When engaging with the community in both an RCU and non-RCU capacity, RCU affiliates must consider local perspectives in regard to attire, etiquette, religious practice, and cultural values, and be respectful of local customs
- 3- RCU affiliates must comply with RCU's policies regarding Data Privacy & Protection and Intellectual Property
- 4- If BOs need to engage with the community, they must provide a full brief of the project and its impacts to the Communications and PR Sector, who will in turn provide a community approach with the exemption of the community engagement department that shall align with the Community Relations unit within Communications and PR Sector
- 5- When engaging with the community, RCU affiliates shall avoid making assumptive statements, or sharing opinions, or commentary that is potentially damaging to RCU's reputation
- 6- Contractors are prohibited from representing RCU to the community
- 7- When a situation occurs where contractors have to engage with the community, it shall be incumbent on the contractor to disclose that they represent the company they belong to only
- 8- communication between RCU contractors and service providers with the Communications and PR Sector shall be incumbent on the business owner



## **CONTROLS FOR CONTRACTORS PUBLICIZING RCU CORPORATE ACTIVITIES**

1- Partner entities or Contractors requesting to publicize RCU projects or initiatives to the media shall obtain the communications and PR Sectors' approval before any engagement with the media.

2- The BO working with the partner entities or contractors or RCU's partners shall liaise between the Communications and PR Sector and said partners\contractors.

3- The BO shall coordinate with the Communications and PR Sector in any media content and/or communication to be published by contractors.

4- The representative from the relative RCU department must organize with the contractors to make any amendments needed from either the relative RCU Department or the Communications and PR Sector to facilitate an efficient approval process.

5- The relevant RCU BO shall gather all related communications materials and plans from the contractor for the Communications and PR Sector to review for alignment with RCU's communications strategy, brand, and RCU values.

6- The Communications and PR Sector reserves the right to amend and if required, remove any references to RCU if it does not meet the required standard. Under no circumstances should any contractor publish public information in the media or elsewhere relating to RCU without prior approval from the Communications and PR Sector.

7- In the event of a contractor publishing communications materials that reference RCU without prior authorization, the BO should notify the Communications and PR Sector to discuss a reasonable and proportionate response with the contractor in line with contractual clauses.

8- Contractors shall abide by RCU's ESG Suppliers Code of Conduct Policy, Data Privacy and Protection Policy, and the Intellectual Property Policy and observe laws on copyright, trademarks, plagiarism, and fair use.

9- The Contractor shall immediately escalate any issue that could affect RCU's reputation to the Communications and PR Sector immediately through [PR&Communications@rcu.gov.sa](mailto:PR&Communications@rcu.gov.sa).

10- In accordance with the applicable laws, the RCU has the legal right to take disciplinary action including termination of the contract or legal action in the event of a failure by a contractor to comply with the controls as set out in this policy or any amendment thereto