

bluebird bio's digital community engagement guidelines



Our digital channels aim to support, educate, create engagement with and motivate patients, healthcare providers, caregivers, as well as media, investors and job seekers. It's our priority to be accurate, authentic and honest online and discuss topics that are important to you. What we do is complex, but the way we talk about it shouldn't be, so we appreciate your feedback and engagement with our channels.

These community engagement guidelines apply to each of our Corporate digital channels below, campaign channels, and any digital channels we may add in the future (*click each icon to access our existing Corporate channels*):

bbb.com



twitter



linkedin



glassdoor



instagram



youtube



If you choose to engage with our flock via our digital channels, which we highly encourage, you are agreeing to abide by these community engagement guidelines. Our guidelines apply in addition to each channel's own Terms of Service. Please fly over to [Twitter](#), [LinkedIn](#), [Glassdoor](#), [Instagram](#), [Facebook](#) or [YouTube](#) to explore their terms.

1. Engage on Topic and Be Respectful

We've created a flocking awesome, thoughtful community online. Please be respectful of everyone participating online and remain on topic in relation to what we are discussing. If you have a question or comment that is off topic, such as surrounding specific products, therapies, business opportunities or sponsorships, please [chirp at us here](#).

2. Legal and Regulatory Topics

bluebird bio is a public company in a highly regulated industry and subject to specific rules surrounding how we can chirp with the public. Because of this, we may not be able to always address your comments or questions directly on our channels.

Discussions should remain on-topic and constructive. Please be aware we may not be able to respond, we may block/delete commenters or remove comments, replies or direct messages that mention:

- Products made by bluebird bio or other pharmaceutical companies (this includes making claims about a product and "off-label", or unapproved uses of products) including inappropriate comments or inferences about our competitors (for example, disparaging comments, or any statements about their products)
- Health or medical advice
- False or misleading information
- Third-party property that is copyright protected or trade-marked, unless previously approved by party involved
- Proprietary, confidential, sensitive or non-public information related to bluebird, or any other person or company

- Posts related to current or future litigation in which bluebird bio is involved
- Information plagiarized from another source
- Photos and/or videos, including those depicting individuals, unless the photographer (and, where applicable, the depicted individual, and if the depicted individual is a child, the child's parent's or legal guardian) or videographer have expressly consented to such use
- The names of any individuals, and/or other information that could allow anyone to identify the individual(s), such as an address, phone number, social insurance number, license plate number, hometown, school, etc., unless those individuals have expressly consented to such use
- The names, photographs, voices or other likeness of celebrities, either living or dead, whether favorable or unfavorable
- Predatory conduct towards minors
- Threats, libel, slander or defamation of character
- Inappropriate or "off color" statements
- Text, pictures or images that could be described as obscene, profane, lewd, crude, vulgar, offensive, provocative or pornographic, or as containing gang signs or symbols, gun imagery, political or religious propaganda, derogatory characterizations of any ethnic, racial, sexual or religious group, depictions of alcohol or drug abuse, or promotion of illegal activity of any kind
- Links to other websites
- Advertising, posts that are commercial in nature, or spam
- Software viruses, Trojan horses, worms, time bombs or any other computer code or files or disabling mechanisms that are designed to disrupt, damage or limit the functioning of any software, hardware, telecommunications equipment or that interferes with the operation of the social media site
- Posts that violate the Terms of Service of any of the digital platforms where we chirp

3. Medical and Professional Advice

While the team that manages our digital channels have knowledge on the topics posted, we are only posting educational information about our company, including the scientific & therapeutic areas we're in, and not professional or medical advice. bluebird cannot offer medical advice or engage in product promotion or discussion about treatment options made by bluebird or other companies.

If you believe you have experienced any medical side effects from a bluebird bio product, or if you need medical or professional advice, please contact your physician or healthcare provider. Should you accidentally include an adverse event report in your post, bluebird bio may need to contact you to find out more information. This is due to regulatory requirements concerning safety reporting. In the United States, you may also report side effects to the U.S. Food and Drug Administration (FDA) or calling 1-800-FDA-1088.

4. Our Response Time

We want you to chirp at and with us, but sometimes we can't always respond or engage because as we previously noted, we are a highly regulated company. Stick with us though! We actively monitor our digital channels, and will chirp back how and if we can.

5. We Love Your Posts, So We May Chirp Them!

When you engage with @bluebirdbio, you grant us permission to engage back, including the use your name or handle and the images, videos, and text associated with your posts. So don't publicly post or tag

us in anything you'd like to keep confidential, including an idea that you wish to keep private and/or wish to receive compensation for, as we don't and won't compensate you.

6. Using and Storing Personal Identifying Information

bluebird bio will not disclose or share personal identifying information on our digital channels unless we have obtained proper consents. In the case of reporting a side effect or issue with a product, we will need to store your name, location, health-related information in accordance with applicable laws. For more on information and how we collect it, please see our [Privacy Policy](#).

7. Third Party Activities

bluebird bio does not endorse third party activities across digital channels, whether through engagement or not, unless otherwise expressly confirmed in writing. In particular, bluebird bio may decide to feature, favorite, comment on, retweet, share or create content published by third parties. Such engagement is in no case to be considered as an endorsement of the featured accounts/handles or of their activities.

bluebird bio is in no case to be held responsible of the activity of the accounts/handles it follows or from which it selects posts to engage with, favorite, share, comment on, or retweet through bluebird bio accounts.

Updates posted on bluebird bio digital channels may contain links to websites and other contents that are not owned or controlled by bluebird bio. bluebird bio has no way of controlling the content of these third-party sites which remain totally independent of bluebird bio.

In addition, the posting of a link by bluebird bio towards a third party's website or content shall in no case be considered as an endorsement of such content or website and bluebird bio shall in no case be held responsible of any use to which such content or website may be put.

8. Additional Considerations

- You must be at least 13 years old to engage with us on Twitter or Instagram; 14 for YouTube; 16 for LinkedIn
- If you are a minor in your jurisdiction (but at least 13, 14, or 16, depending on the specific digital channel as detailed above), please do not engage with bluebird bio without the knowledge and permission of a parent or legal guardian
- If you are an adult, and your message contains the name or likeness of a minor, you must be the parent or legal guardian of that minor
- Your posts, replies or direct messages may also be submitted to law enforcement if we have a good belief that disclosure of such information is reasonably necessary to detect and prevent fraud or to protect the safety of the public or an individual

We want to chirp with you and hope to foster discussion across our digital channels. When you fly with our guidelines, we can continue to grow our true blue community!