



Kinross Gold Corporation

Social Media Disclosure Standards



Kinross Social Media Disclosure Standards

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Purpose

“Social media” (as defined below) has rapidly evolved to become a primary communications channel in virtually every country where Kinross Gold Corporation and its Subsidiaries (collectively, “Kinross”) operates. Social media has the potential to influence key Kinross stakeholders including employees, investors, members of the media, market analysts, government officials, regulators, community officials and opinion leaders, Non-Governmental Organizations (“NGOs”), Suppliers, and others.

The rise of social media creates both risks and opportunities for Kinross. These Social Media Disclosure Standards (collectively, the “Standards”) are intended to promote compliance with the Kinross Disclosure, Confidentiality and Insider Trading Policy (the “Disclosure Policy”) by providing communications staff and management (“Communications Personnel”) with additional guidance on appropriate uses of social media. Specifically, these Standards require that social media is used in such a way that Communications Personnel at all times:

- observe and comply with all requirements under the Disclosure Policy relating to disclosure of company information and use of social media;
- observe and comply with Kinross’ Code of Business Conduct and Ethics (the “Code”); and
- protect and enhance our corporate reputation.

Copies of the Disclosure Policy and the Code can be found on the Legal page of KinrossConnected.

In these Standards, unless defined below, all capitalized terms shall have the meaning given in the Disclosure Policy:

- “you” or “your” means any Kinross Representatives;
- “our”, “us”, or “Company” means Kinross; and
- “Material Information” consists of both "material facts" and "material changes". A "material fact" means a fact that significantly affects, or would reasonably be expected to have a significant effect on, the market price or value of the securities of the Company. A "material change" means a change in the business, operations or capital of the Company that would reasonably be expected to have a significant effect on the market price or value of any of the securities of the Company and includes a decision to implement such a change if such a decision is made by the Board or by senior management of the Company who believe that confirmation of the decision by the Board is probable. “Material Information” includes, but is not limited to, financial results, production and cost outlook, capital expenditures, operating results, and significant management changes.

Definition of Social Media

The term “**social media**” may be broadly defined as forms of web-based communication through which users create online communities to share information, ideas, personal messages, and other content (e.g., videos and photos) and includes, but is not limited to, platforms such as Facebook, Twitter, YouTube, LinkedIn, Google+, Yahoo, MSN Messenger, YouTube, Flickr, Pinterest, Instagram and various chat rooms, blogs and wikis.

Social media presents unique challenges from a corporate perspective. It can allow members of the public to post information in an un-mediated environment, where users have the opportunity to provide comments, and where posts have the potential to spread very quickly, or go “viral”, and attract widespread public attention. Social media can also be used beneficially in a number of ways, including as a tool to convey company messages to a larger audience, reinforce and build the Kinross brand, recruit potential employees, and help build online communities around the Kinross brand.

Key Features of Kinross’ Social Media Strategy

The Kinross corporate social media strategy is based on the following:

1. Establishing a corporate base in key social media platforms such as Facebook, Twitter, and LinkedIn
2. Monitoring social media corporately and regionally for posts and comments related to Kinross
3. Employing social media to reinforce the Kinross brand
4. Employing social media as part of an integrated recruitment/employment branding campaign to attract and recruit new talent
5. Using social media platforms, if needed, to assist in responding to issues or crises with potential reputational impact; and
6. Employing social media on a selective basis to inform and engage other stakeholder groups.

General Use of Social Media Platforms by Regions and Sites

Regions and Sites are permitted to employ social media platforms as part of coordinated regional communications strategy as approved by Regional and Corporate Communications.

It is the responsibility of Regional Communications Personnel and Regional Management to ensure that any use of social media in the region or at individual sites by functional groups, or by Kinross Representatives, is in compliance with these Standards, including, without limitation, the corporate strategy outlined above.

Disclosure Compliance

All disclosure of Kinross information must comply with the Disclosure Policy including, but not limited to, section 15 regarding social media sites and section 13 regarding Company websites.

Corporate Communications is not permitted to disclose any Material Information on social media sites or www.kinross.com (the “**Kinross Website**”) until after the information has been disclosed by news release by Kinross Corporate Communications. Regions and Sites are not permitted to disclose Material Information on social media sites or their website, or in any other manner, until the information has been posted on the Kinross Website and then only in consultation with Corporate Communications.

For more information, please consult the [Disclosure Policy](#).

A breach of these Standards constitutes a breach of the Disclosure Policy and the Code, and may be a violation of applicable securities laws and have a negative impact on our business. Accordingly, failure to comply with these Standards by any Communications Personnel may subject such person to disciplinary action up to and including termination without notice.

Branding

When creating Kinross pages on existing social media sites (e.g. Facebook, Twitter) or Regional / Site websites:

- Regions and Sites must follow applicable Kinross brand standards. See the [Kinross Brand Standards Guide](#) and [Kinross Regional Websites Style Guide](#) for such standards on the “Branding page” of KinrossConnected;
- Regional and Site social media pages should align with the corresponding corporate social media site (where applicable) and websites must be in line with the style and design of the current Kinross Website; and
- only the use of approved Kinross logos is permitted.

Content

Content on Regional or Site social media sites and websites must comply with Kinross’ Disclosure Policy and the Code, and should generally be only as described below:

- focus on CR initiatives, local/regional involvement and achievements, and/or major events and awards;
- photos of local/regional operations, ensuring that all photos are in compliance with applicable health, safety and environmental standards;
- re-posting or re-tweeting of major Corporate announcements from Corporate Kinross social media sites or the Kinross Website;
- post Corporate and regional videos;
- local news and media coverage/highlights;
- links to partnerships and sponsorships, subject to inclusion of an appropriate disclaimer as described below;
- links to the Kinross Website and Corporate social media sites or other Regional or Site social media sites;
- links to a “Careers” section, the Kinross Corporate Responsibility Report and the Kinross Annual Report;
- information about Regional and Site career and job opportunities for Regional or Site websites; and
- information about Kinross Values and 10 Guiding Principles for Corporate Responsibility.

All content must be approved, before posting, as per Regional or Site approved plans (see page 8).

Information must be removed or updated when it is no longer current, and all material changes in information must be updated immediately.

Legal Notices for Links to Third-Party Social Media Sites and Websites

If any Company website includes links or buttons that link to external third-party social media sites (such as Facebook, Twitter or a blog hosting provider) or any external third-party websites, a notice must pop up when any users click on the link or legal disclaimer. The notice must be reviewed and approved by appropriate Kinross legal counsel at Corporate or in the Region, as applicable, for compliance with applicable local laws.

The pop-up notice on the Kinross website must advise the user that:

- the user is leaving an official Kinross website;
- Kinross is not responsible for the content, accuracy and timeliness of the information on the external third-party site other than those posted on [URL address of Kinross social media site]; and
- Kinross is not responsible for the content, accuracy and timeliness of the information on any linked website in the external third-party site, other than www.kinross.com.

Any Company social media site must consistently display a disclaimer that notes Kinross is not responsible for the content, accuracy and timeliness of information on any linked website other than www.kinross.com.

Managing Comments

There must be a section on Kinross social media sites that outlines what comments are acceptable on Kinross social media sites, especially for Facebook (note: comments sections or other third party postings are not permitted on Kinross websites).

Comments sections on any Company social media sites must be monitored on a daily basis by the appropriate Communications Personnel. Communications Personnel should exercise discretion and good judgment in addressing comments. Any comments that fail to meet the “Moderation Standards” as described below should be deleted without reply.

The text for the “Moderation Standards” should include:

- A general welcome to the applicable Kinross social media site and language that notes Kinross reserves the right to remove any posts or block anyone who does not adhere to our Standards. For example:
 - “The purpose of this page is to provide perspective on [Kinross Company/Site] and what we do. We encourage your comments and questions on various topics and events that we’ll be showcasing. This page is moderated and any comments may be removed at the sole discretion of Kinross if they are deemed to be inappropriate or unrelated to the topic originally posted.”
- Language that notes by accessing or using the page, users are complying with the applicable Company social media site’s terms and conditions and that comments do not reflect the opinions of Kinross, nor does Kinross confirm their accuracy.
- Language that notes Kinross cannot address all comments. For example:
 - “There may be some questions and/or comments we cannot address, including questions related to financial matters, ongoing legal matters, regulatory issues, or certain other elements of our business.”
- Description of comments that we will not tolerate. For example, comments that:
 - are offensive, or deemed to be personal attacks against other users or Kinross Representatives;
 - are confidential or sensitive or otherwise posted in breach of applicable law;
 - are derogatory, vulgar, unlawful, violent or potentially harmful to minors;
 - violate another user’s privacy rights or solicits passwords or personal identifying information for commercial or unlawful purposes from other users;
 - contain nudity, partial nudity or adult content;
 - infringe any patent, trademark, trade secret, copyright or other proprietary rights of any party;
 - contain unsolicited advertisements;
 - provide instructional information about illegal activities; or
 - in Kinross’ sole discretion, are not appropriate for the specific Company social media site.

Maintenance of Social Media Sites and Websites

Corporate, Regional and Site social media sites and websites must be maintained by the applicable Communications Department or Personnel in compliance with the *Disclosure Policy* and the *Code*, and in compliance with the additional guidelines outlined below. Communications Departments or Personnel must also monitor social media by Region or Site for posts and comments related to Kinross.

Prior to creating a Regional or Site social media site or website, a plan must be submitted by the applicable Communications Personnel to the Corporate Communications Department. This plan must outline the approval process for information to be posted on the Regional or Site social media site and must be approved by the Vice-President, Corporate Communications (or his/her delegate).

The Corporate, Regional and Site Communications Departments will, for each of their respective social media sites and websites:

- create a plan to monitor comments on the social media site or website and ensure comments fall/comply with the moderation Standards; and
- designate and maintain a list of Kinross Representatives who will administer the social media site or website (“**Site Administrators**”) including:
 - posting information;
 - ensuring the accuracy and timeliness of the information posted;
 - monitoring all activities; and
 - maintaining records of comments and other social media interactions.

Questions

Questions regarding Kinross Social Media Standards should be directed to Corporate Communications c/o Louie Diaz (louie.diaz@kinross.com).