

## Content

The TransAlta official Instagram account ([@transalta](#)) is managed by the corporate communications team, and the Safety Starts With Me ([@safetystartswithme](#)) account is managed by the corporate communications and employee health and safety teams, on behalf of TransAlta Corporation.

Both accounts' intent is to post images and videos relating to the company and industry, and to demonstrate our commitment to safety at work and at home. We welcome your comments and suggestions. Although we encourage conversation and dialogue, we want to ensure a respectful environment for our customers, employees, partners, stakeholders and community members.

We encourage you to comment and like posts that you find interesting.

- We will reply to comments when possible and where appropriate.
- We will read all comments posted to our Instagram handle and will moderate discussions only as required.
- We allow submissions from those who tag their image with #transalta and #TASafety if appropriate. It is implied by using these tags that reposting to our account may occur.
- Company Instagram accounts are not intended as a place to receive customer service issues. Please see the [customers](#) section of [www.transalta.com](http://www.transalta.com).

## Messages and Comments

We welcome feedback, conversation and ideas from all who follow our page, and will join the conversation where possible. We will endeavor to reply to each comment when necessary and possible.

All media inquiries are to be directed by phone or email to TransAlta's media relations representatives found in the [contact](#) section of [www.transalta.com](http://www.transalta.com).

All sponsorship requests are to be directed to our website [www.transalta.com](http://www.transalta.com). You can apply for sponsorship online at <http://www.transalta.com/sustainability/community-investment/funding>.

All job applications are to be submitted on our careers website <http://jobs.transalta.com>. Job postings can also be found here.

The corporate communications team reads all comments, discussion and direct messages and ensures any emerging themes or suggestions are passed to the relevant people in the company.

The usual ways of contacting us for official correspondence are detailed in the contact us section of [www.transalta.com](http://www.transalta.com).

## We reserve the right to report and/or delete:

- Comments, links, images or videos that are obscene, profane or hateful in nature
- Posts that may be offensive to other community members
- Comments that threaten any person or organization or company
- Comments that defame or harass an individual
- Successive off-topic posts by a single follower
- Repetitive posts copied and pasted or duplicated by single or multiple fans
- Solicitations or advertisements
- Comments, links, images or videos that encourage illegal activity
- Any materials that infringe upon the rights of any third party
- False comments or claims about TransAlta, the company's products or services or any of its competitors

## We reserve the right to block:

- Members who continuously violate the above points

## Community Responsibilities and Terms of Use

By being a member of our Instagram community, you understand and agree that:

Your use of the site, including any content you submit, will comply with all applicable laws (including but not limited to laws governing competition, trade, false advertising and export control) and these Terms of Use.

- You will not impersonate any other person or submit content on behalf of any other person or entity.
- You will not submit content in exchange for payment or consideration received from any third party. You will not collect information about other Site users without their consent.
- You will treat other Site users with respect.
- You will not submit any content that:
  - a. Infringes on the intellectual property rights or other rights of any person or entity;
  - b. Intentionally interferes with the site's operation; Violates any person's privacy or publicity rights or breaches any duty of confidentiality that you owe to anyone or provides any non-public information about TransAlta Corporation, its company subsidiaries, or any other company or person without authorization;
  - c. Is harassing, defamatory, abusive, pornographic, obscene or otherwise objectionable (in our sole judgment);
  - d. Contains or installs any viruses, worms, bugs, Trojan horses or other code, files or programs designed to, or capable of, disrupting, damaging or limiting the functionality of any software or hardware; or
  - e. Contains false or deceptive language, unsubstantiated or comparative claims regarding our or another's company, third party advertising, spam, chain letters, or any other solicitation, including solicitation of lawsuits. Links that connect to commercial websites will not be considered unauthorized solicitations unless the link or the website content appears to be intended as a means of solicitation or part of an "affiliate" program as determined by TransAlta Corporation in its sole discretion.

## Disclosure of Material Information

TransAlta will not discuss material information that is not already publicly disclosed. TransAlta does not discriminate among recipients of public information. TransAlta will provide the same public information that has been provided to financial analysts or portfolio managers to shareholders, individual investors, reporters or others.

## Legal Notices, Copyright and Privacy

TransAlta is a publicly-traded company, operating in a regulated industry. Therefore, comments pertaining to any ongoing legal matters or regulatory issues specific to TransAlta will not be posted. Information about our policies concerning content ownership and privacy as well as our responsibility for the accuracy of comments posted on this site can be found in the company's [Code of Conduct](#) section of our website, [www.transalta.com](http://www.transalta.com).

## Ethics Helpline

To help our employees, vendors, clients and members of the general public assess these issues and address their concerns; TransAlta has launched a confidential [ethics helpline](#). It can be used to report suspected violations or raise concerns about anything you believe to be contrary to TransAlta policy or the company's [Code of Conduct](#). For more information, visit: <http://www.transalta.com/utility/ethics-helpline>.

## Customer Service

Please note that Instagram is not intended as a place to receive customer service issues. If you have any questions or comments regarding TransAlta's products and services, give us a call. We would be happy to help.

1 (877) 700 WATT (9288) | [customers@transalta.com](mailto:customers@transalta.com)

Monday - Friday, 8 a.m. - 5 p.m. MST

## TransAlta Staff Instagram Accounts

Some TransAlta employees, consultants and contractors own Instagram accounts in their personal capacity under their own names or pseudonyms. Despite their professional affiliation with TransAlta, posted online content of employees in their personal capacity do not represent the official position of TransAlta or its subsidiary companies. Such activities should be considered as those of private citizens.

###

Thank you for reading and agreeing to our Online Community Terms of Use, and thank you for joining the conversation.