



## **Cytori Therapeutics Inc Social Media Guidelines**

Welcome to Cytori’s guidelines for social media sites, including our Facebook, Instagram, LinkedIn, Twitter, and YouTube pages. We have created these social media platforms to support a community where employees, patients, researchers, health providers, and investors in Cytori can stay up to date on company activities.

When visiting our social media sites, please keep the following things in mind:

### **Comments Seeking or Containing Medical Advice**

Please remember that our social media sites are for general information only and are not official outlets of medical advice or replacements for advice from your health provider. Cytori does not practice medicine or provide medical services or advice and the information on our website or social media channels should not be considered medical advice. If you are experiencing medical problems, please consult a healthcare professional for diagnosis and treatment.

### **Comments About Customer and Technical Service Issues**

To protect your privacy and personal information, please contact a Cytori Customer and Technical Service representative at 858-875-5245 or [customerservice@cytori.com](mailto:customerservice@cytori.com). See the Cytori privacy statement at [www.cytori.com](http://www.cytori.com).

### **Comments Containing Unapproved Products or Off-Label Uses**

We cannot discuss any products that are not cleared or approved for use in a specific country. We will remove any comments regarding unapproved products, competitor products, or the use of our products in a way that is not cleared or approved by the regulatory agency in a specific country, otherwise known as “off-label” use.

### **Comments Describing Negative Clinical Outcomes**

Since clinical outcomes vary and each individual patient experience may be influenced by any number of factors, including but not limited to individual pathology, physical health, age, surgeon experience, and patient adherence to pre- and postoperative medical advice, we reserve the right to remove comments describing negative clinical outcomes. If you have concerns about your own personal experience, please contact your healthcare provider directly.

### **Comments Regarding Faulty Products**

If you have experienced a faulty product, please contact a Cytori Customer and Technical Service representative at 858-875-5245 or [customerservice@cytori.com](mailto:customerservice@cytori.com).

### **Comments Containing Vulgarity or Spam**

Comments that contain profanity, hate speech, or other offensive language will be removed.



## Comments That Are Off-topic

Comments that are off-topic, make unsupported accusations or claims, contain misleading information, promote the buying and selling of goods and services, or could be considered spam will be removed, as they deter from the intent of our social media sites.

## Testimonials

You acknowledge that you are responsible for the testimonials that you submit to our social media sites (each a "Testimonial"), and that you, and not Cytori, have full responsibility for each such Testimonial you make, including its legality, reliability, and appropriateness, and you agree that your Testimonial is accurate. You agree that any Testimonial provided by you in connection with these sites is provided on a non-proprietary and non-confidential basis. You agree that Cytori is free to use a Testimonial for any purpose and you grant Cytori a perpetual, sublicensable, nonexclusive, worldwide, royalty-free license to (in any media, whether now known or not currently known or invented) link to, utilize, use, publicly perform, publicly display, reproduce, distribute, modify, and prepare derivative works of the Testimonial. You acknowledge and agree that Cytori may refuse to use, modify, delete, or remove any Testimonials'; with or without cause and with or without notice, for any reason or no reason, or for any action that Cytori determines is inappropriate or disruptive to these sites or to any other user of these sites and/or services.

## Comments Containing Personally Identifiable Information

For our fans' protection, we will remove any comments from our sites that contain personal information about you or someone you know, including phone number, address, email, or date of birth. While you are welcome to disclose your own personal medical issues, we will remove comments that mention another person's medical condition, as we do not know that he or she wishes to make that information public.

## Endorsements

Liking, re-tweeting, linking, or following a page, comment, or person is not considered an endorsement or support of any kind. Cytori does not recommend or endorse any surgeons, physicians, opinions, or other information that may be mentioned or found on the site.

## Links to Third-Party Sites

Cytori is only responsible for the content on its own social media sites and is not responsible for third-party content. The Cytori social media sites may be linked to other sites that are not Cytori social media sites. Cytori is providing these links to you only as a convenience and Cytori is not responsible for such linked sites, including, without limitation, the content or links displayed on such sites.

## General

If you violate these terms, Cytori may terminate or suspend your access to our social media sites without notice.