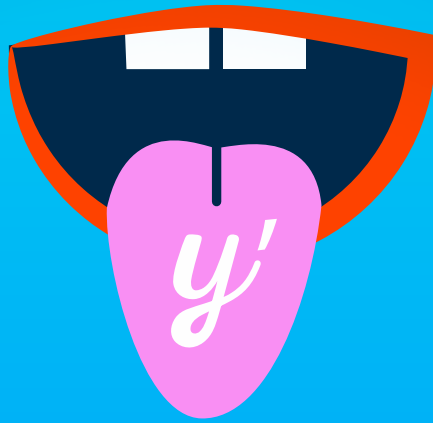


HOW TO MAKE THE MOST OF YOUR TIME @ *y'all*





WELCOME

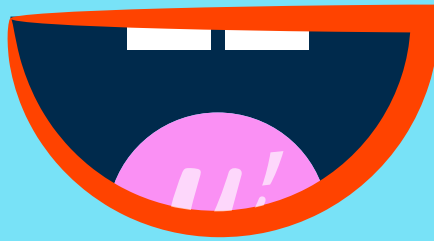


y'all

Do you see the world
a little differently?

So do we.

Learn more. Do more. Be more.



We're so happy to have you here.

Thanks for joining us! We're on a mission to make the world a better place, even in the smallest ways. Having you here helps us get one step closer to that goal.

Consider this handbook a guide. We're a law-abiding group, sure. But let's be honest—we also kinda like doing things a bit off-kilter. What can we say, we're a little weird. So this handbook should help you navigate through the typical policies and atypical personality of an agency like ours. While it can't cover everything, you should get a good sense of the basic rules of thumb.

Want to make the most of your time with y'all? Read through this handbook carefully, sign the corresponding acknowledgment, and get started having a helluva good time.

Have any questions? Give us a holler!

David Brungard, Partner

David Lubofsky, Partner

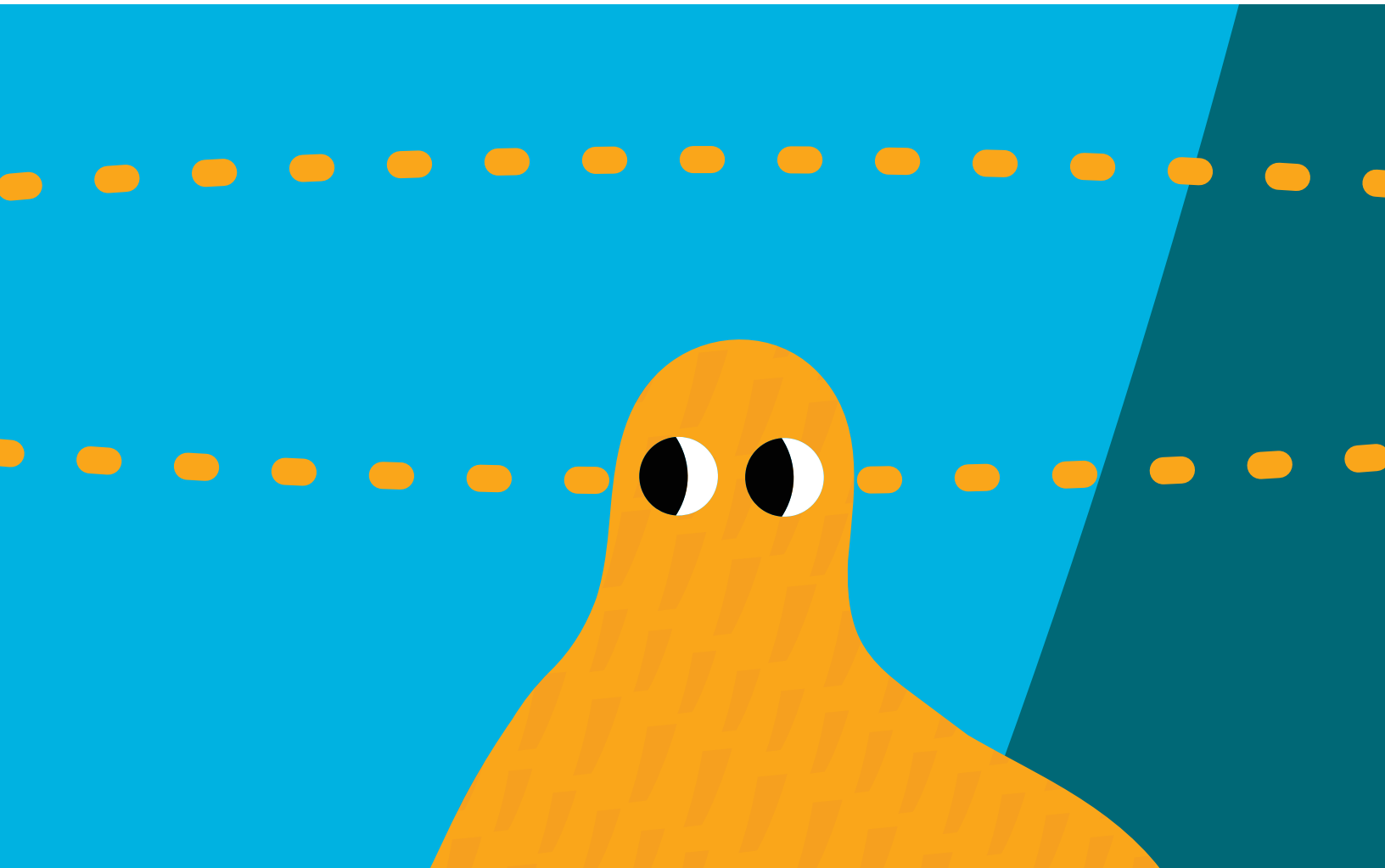
Tracy Goldenberg, Director of Operations

Here's the thing. This handbook is our attempt to keep you informed of the terms and conditions of your time with us, including our policies and procedures. We reserve the right to interpret, modify, or supplement the provisions of this handbook at any time or for any reason (except the At-Will Employment policy, which is here to stay). When changes are made to the policies and guidelines in this handbook, we'll communicate them to you in a timely and clear fashion. Capiche?





**LOOK AROUND
& MAKE SURE
YOU'RE IN
THE RIGHT
PLACE**



STEP 1

LOOK AROUND & MAKE SURE YOU'RE IN THE RIGHT PLACE

Congratulations! **You are us. And we are y'all.**

Are you encountering some strange behavior, such as free thinking and wild 3D experimentation? Do not be alarmed. These are side effects of a creatively-driven company, and you will soon find them normal. The humans of y'all are curious. Multifaceted. Disarmingly intelligent. A little weird. (OK, really weird.) And, most of all, inspired to change the world with our work.

So what do we do around these parts?

y'all is an agency that thrives at the intersection of kindness, creativity, and modern technology to push the boundaries of the digital world and revitalize the way brands look, feel, speak, and interact. We're on a mission to create impactful work from front to back, while doing our part to change the world.

We create solutions with a refreshing perspective—because we see things from a different point of view. Here's how:

Architect compelling solutions at the start



Execute elegant creative in the middle



Inject function & motion at the end



STEP



**GET
STARTED
ON THE
RIGHT FOOT**



STEP 2 GET STARTED ON THE RIGHT FOOT

It's a free country!

You're employed with y'all on an "at-will" basis. At-Will Employment is a standard thing, and it means your employment may be terminated at any time, with or without notice and with or without cause. Likewise, we respect your right to leave at any time.

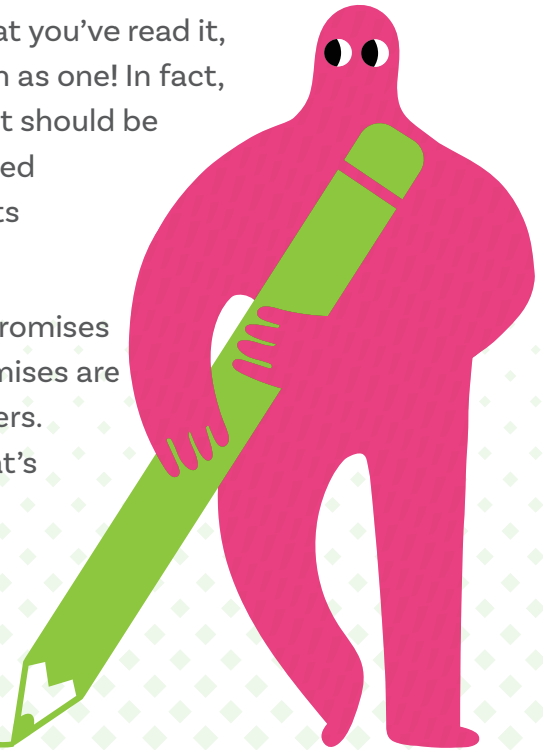
We mean business

Although we're asking you to sign an acknowledgment that you've read it, this handbook isn't a contract—and shouldn't be mistaken as one! In fact, nothing in this handbook or any other company document should be understood as creating a contract, guaranteed or continued employment, or any other guarantee of continued benefits or employment.

Only real, live human beings have the authority to make promises or negotiate the terms of your employment. And any promises are only effective if placed in writing and signed by the Partners. That also means, if there's something in your contract that's inconsistent with this handbook, the written contract reigns supreme.

Bottom line?

Let's treat each other how we want to be treated.



HEV

WHAT AM I?

Employment classifications are part of the job, especially when we talk pay, benefits, and other goodies. Know yours!

Exemptions*

Exempt Personnel

If your position is classified as exempt, you're not eligible for overtime pay as otherwise required by federal, state, or local laws.

Nonexempt Personnel

If your position is classified as nonexempt, you will be eligible for overtime pay in accordance with federal, state, and local laws.

Timing/benefits

Regular Full-Time Personnel

Regular full-time team members have completed their introductory period (see page 10) and are regularly scheduled to work 40 (or more) hours per week. Unless stated otherwise or specifically permitted by law, all the benefits provided to team members at y'all are for regular full-time team members only. This includes vacation, holiday pay, health insurance, and other benefits coverage.

Regular Part-Time Personnel

All team members who work fewer than 40 hours per week are considered part time. Part-time team members are generally not eligible for y'all benefits unless specified otherwise in this handbook, in the benefit plan summaries, or specifically permitted by law.

Not sure what your employment classification is? Just reach out to the Director of Operations.

*As related to the FLSA (Fair Labor Standards Act)



hello
my name is
y'

Get verified!

Some formal stuff has to happen so you can do the informal stuff like kicking ass and taking names. You're required to complete Section 1 of federal Form I-9 on your first day of paid employment. And within one week, you'll need to present documents authorized by U.S. Citizenship and Immigration Services proving identity and employment authorization.*

TIP: Keep it up

Something's changed? Let us know ASAP. This includes current contact information, like current mailing address and/or telephone number, as well as any changes to your marital or tax withholding status. If you don't, you could potentially lose benefits or delay the receipt of your W-2 and other important mail.

Wacky inventors, take note

If you create an invention, in whole or in part, during your work hours or on our equipment—that's badass! It's standard policy for the invention to be considered property of the company, but that's not always the case. Sometimes we can share rights! Let's talk.

And if you know ahead of time that you want to develop and maintain property rights to any invention that relates in any way to the work we produce, let's work out a written waiver of this policy, signed by both you and one of the Partners or the Director of Operations.

*If you're currently employed and haven't done this paperwork, or if your status has changed, let us know. If you're authorized to work in this country for a limited period of time, you're required to submit proof of renewed employment eligibility before it expires to remain employed by y'all.

Your



1ST FEW WEEKS

Trying y'all on for size

Let's consider the first 30 days* of your employment as an introductory period. During this time, we'll get to know each other. Do you like us? Do you like your job? Is it what you expected? Is it more or less challenging than you thought it'd be? Do your skills match up with your tasks at hand? Are your deadlines being met?

Because our industry relies heavily on the duo of technical skillsets and creative thinking, this introductory period gives you—and us—the opportunity to take a look at the quality and value of your performance and make any necessary adjustments in your job description or responsibilities.

Introductory period does not guarantee continued employment

If either of us feels it's not a good match, we can part ways at the end of the introductory period. (And of course, nothing changes the nature of your At-Will Employment)

There are no stupid questions

We want you to have fun and be successful—so please speak up! In most cases, training happens on an individual basis by your manager. Even if you've got years under your belt doing your particular job (and we're grateful for your knowledge!), we want you to learn our processes, too. And if you ever want or need additional training, reach out to your manager.

*The introductory period can be longer or shorter, depending on what your manager thinks will be best to make sure this is the right fit.

STEP



**Let's keep
the peace**



STEP 3 Let's keep the peace

We keep an eye out for conflicts of interest that create actual or potential job-related concerns, especially in the areas of confidentiality, client relations, safety, security, and morale. If there's any actual or potential conflict of interest between you and a competitor, vendor, or contractor, be honest with us and let us know. If an actual or potential conflict of interest is determined to exist, we'll take whatever steps are necessary to reduce or eliminate the conflict. Simple enough.

AVOIDING CONFLICTS OF INTEREST

Have one? Let us know.

A common conflict of interest

All of us at y'all are creative thinkers—and for some of us, our most creative pursuits may come in the form of small artistic businesses or other outside employment. That is so kick ass!

But we gotta put this out there: we completely support your creativity outside of the office, but it can't get in the way of the job you're doing with y'all. So, any outside endeavor that creates a potential conflict of interest or that affects the quality or value of your work performance or availability at y'all (including attendance, productivity, work hours, and scheduling) is prohibited.

Keep the lines of communication open if you do have outside endeavors, and let's work together to make sure you're creatively fulfilled.





KEEPING IT COOL & CONFIDENTIAL

Why it matters so much

The majority of our client base consists of clients in the healthcare and pharmaceutical industry. Confidentiality in this industry is of utmost importance, and our clients are trusting us with their proprietary information. It's our job to keep any information our clients share with us safe. Period.

The confidentiality policy

It is strictly prohibited to disclose trade secrets and proprietary or confidential information of y'all or our clients, contractors, suppliers, or vendors. This confidential information includes but isn't limited to: financial or sales records/reports, marketing or business strategies/plans, product development information, customer lists, patents, trademarks, and more.

For more information please refer to the Nondisclosure Agreement you signed when you were hired. Can't find it? Ask the Director of Operations for a copy.

Remember: sharing is **NOT** caring

This means sharing with your friends and family and posting to social media, blogs, websites, or portfolios. Any public sharing of any kind is considered publishing, which can get us in some serious trouble with our clients and the FDA. Yikes.

Access to any of this confidential information should be limited to a "need to know" basis and should not be used for personal benefit, disclosed, or released without prior authorization. If you suspect that a team member is breaching this trust, you are required to let us know ASAP.

Socializing with *y'all*

It's a social world! We get it—and we love it! We encourage you to make the most of the digital world and all the free information exchange it offers. That said, your online presence is a reflection of us, and if things go awry, our company could be compromised by inappropriate use of social media. So let's make sure we're all on the same page.

The social media policy

Blogs or social posts on networks like Facebook, Twitter, LinkedIn, Tik-Tok, Instagram, and other social networking sites may not contain any content that:

- Violates any laws, including laws pertaining to intellectual property
- Infringes any 3rd-party rights (including intellectual property rights)
- Is defamatory or libelous or might be construed as harassment or disparagement in violation of our EEO or harassment policies (see pages 19-21)
- Violates any of the other policies in this handbook—particularly the confidentiality agreement you signed
- Discloses any trade secrets, “insider information”, or other confidential or proprietary information
- Supports a competitor of our company or our clients—or otherwise conflicts with your job in any way
- Puts our reputation in a poor light in any way

This policy applies to all social media activity during and outside of work hours—regardless of whether it's done on your own computer or on y'all property.

If you share a blog or post referring to the company, our operations, or our team—or if your name is associated with y'all by the general public—please notify your manager about the blog or post, and include a statement in the blog or post that all views expressed are your own and haven't been reviewed or approved by y'all. And if (with prior approval) you post an endorsement of y'all or our work online, please identify yourself as an employee.

Social, in short

Y'all are welcome to share company Instagram and LinkedIn posts and tag us in your pet-or baby-pictures on social media!
Cute!



Y'all reserves the right to require an employee to stop posting any blog or post which contains content that we deem to violate this policy. Failure to comply with this policy may subject an employee to disciplinary action, up to and including termination of employment.

STEP

4 

**BE KIND.
ACT RIGHT.**



STEP 4 BE KIND. ACT RIGHT.

While we'd like to just leave it at that, we realize that we should have some code of conduct parameters. Why? Because we want to create a work environment that's creatively fulfilling and promotes respect, responsibility, integrity, and value for everybody we come in contact with—including all our team members, clients, and other stakeholders.

We're a team here, and that means it's up to all of us to make this a kind, respectable workplace. By deciding to work here, you're joining that club.

**TLDR;
Let's take care
of each other.**

A note about ethics

We believe in conducting business honestly and ethically. We're constantly striving to improve the quality of our work and our workplace—and it's extremely important to us that we maintain a reputation for honesty, fairness, respect, responsibility, integrity, trust, and sound business practices and judgment. Our entire team is expected to adhere to high standards of business and personal integrity as a representation of y'all.

Here's something to keep in mind. It's quite literally impossible to list everything that could be considered misconduct in the workplace, so the next couple pages are our best shot at covering the most common-sense infractions that could result in discipline, up to and including immediate termination of employment. This list is not all-inclusive and doesn't limit our right to determine what we consider to be misconduct.

DON'T BE THAT PERSON

SOME COMMON-SENSE
STUFF WE CONSIDER
TO BE INAPPROPRIATE
CONDUCT

- Violating the policies and procedures in this handbook
- Possessing, using, distributing, selling, or negotiating the sale of illegal drugs
- Being under the influence of alcohol or drugs to the point of inebriation during working hours
- Providing knowingly inaccurate, incomplete, or misleading information when speaking on behalf of the Company or in preparation of any company-related documents or communications
- Taking or destroying y'all property (yes, even when your iMouse glitches and makes you want to scream)
- Possessing potentially hazardous or dangerous property, such as firearms, weapons, chemicals, etc
- Fighting with, or harassment of (as defined in our EEO policy; see page 19), any fellow employee, vendor, or client

- Violating our confidentiality agreement
- Refusal or failure to follow directions or to perform a requested or required job task
- Refusal or failure to follow safety rules and procedures
- Excessive tardiness or absences
- Unauthorized billing of clients
- Solicitation of fellow employees during working hours (some things—like Girl Scout Cookies or minor fundraising for a good cause—are totally acceptable; check with your manager if you have any questions)
- Dressing inappropriately
- Using obscene or harassing (as defined by our EEO policy) language
- Engaging in outside employment that interferes with your ability to perform your job here

SIDE NOTE: We like our clients and want them to like us!

It's core to our mission to do great work that can help change the world—and most of that work is done for our clients. They support this business and generate your pay. That said, we expect our team to treat every client, visitor, or vendor as an extension of our team. They should be given the utmost respect and courtesy.

If you're ever having problems with a client, visitor, or vendor, reach out to your manager or the Partners immediately. Likewise, if a client voices a suggestion, complaint, or concern about our work or services, let your manager or the Partners know. Positive client, vendor, and visitor relations have helped us establish a reputation of kindness—and will continue to help propel us as a leader in this industry.

STEP



**RESPECT
OTHERS.**



STEP 5 RESPECT OTHERS.

We celebrate our team's diversity, and we firmly believe in equal opportunity and protection from discrimination and harassment. And since we've dedicated ourselves to equal opportunity and nondiscrimination—that means everybody on our team is responsible for upholding these policies.

Equal Employment Opportunity (EEO)

y'all is committed to the principles of equal employment opportunity. This means we will comply with all federal, state, and local laws providing equal employment opportunities, and all other employment laws and regulations.

We strive to maintain a work environment that's free of harassment, discrimination, or retaliation because of:

- | Age (40 and older)
- | Race
- | Color
- | National origin
- | Ancestry
- | Religion
- | Sex or sexual orientation (including transgender status, gender identity, or expression)
- | Pregnancy (including childbirth, lactation, and any related medical conditions)
- | Physical or mental disability
- | Genetic information (including testing and characteristics)
- | Veteran status or uniformed service-member status
- | Any other status protected by federal, state, or local laws




This policy applies to all aspects of employment, including but not limited to recruiting, hiring, training, promotion, rates of pay, and other compensation, termination, and all other terms, conditions, and privileges of employment.

Our policies **AGAINST** workplace harassment

We have a strict policy against all types of workplace harassment of, or by, team members, vendors, visitors, and clients. We've detailed some specifics below.

Sexual harassment, noun.

Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when (any of the following):

-  **Submission to such conduct is made either explicitly or implicitly as a term or condition of an individual's employment**
-  **Submission to, or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual**
-  **Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive work environment**

Some examples of sexual harassment (this is not a complete list):

- Unwelcome requests for sexual favors
- Lewd or derogatory comments or jokes
- Comments regarding sexual behavior or the body of another
- Sexual innuendo and other vocal activity, like catcalls or whistles
- Obscene letters, notes, emails, texts and other digital communications, invitations, photographs, cartoons, articles, or other written or pictorial materials of a sexual nature
- Repeated requests for dates after being informed that interest is unwelcome
- Retaliating against another for refusing a sexual advance or for reporting an incident of possible sexual harassment
- Offering or providing favors or employment benefits such as promotions, favorable evaluations, favorable assigned duties or shifts, etc., in exchange for sexual favors
- Any unwanted physical touching or assaults (including blocking or impeding movements)

As part of the y'all team, you're required to complete your state's sexual harassment training via Justworks. Reach out to the Director of Operations for more info.

Other harassment

Other workplace harassment is verbal or physical conduct that insults or shows hostility or aversion toward an individual because of any of the protected categories laid out in our EEO policy.

Some examples of conduct that may constitute workplace harassment (this is not a complete list):

- The use of disparaging or abusive words or phrases, slurs, negative stereotyping, or threatening, intimidating, or hostile acts that relate to the above protected categories
- Written or graphic material that insults, stereotypes, or shows aversion or hostility toward an individual or group because of one of the above protected categories and that is circulated in the workplace by print, digital, or auditory means
- A display of symbols, slogans, or items that are associated with hate or intolerance toward any select group



Reporting Discrimination & Harassment

We hope it'll never happen, but if it does, here's what to do.

If you feel that you've witnessed or have been subjected to any form of discrimination or harassment, immediately notify one of the Partners or the Director of Operations. You could notify your immediate manager, instead, if you are more comfortable doing so.

We strictly prohibit retaliation against team members who—based on a reasonable belief—provide information about, complain, or assist in the investigation of any complaint of harassment, discrimination, or violation of the Equal Employment Opportunity policy.

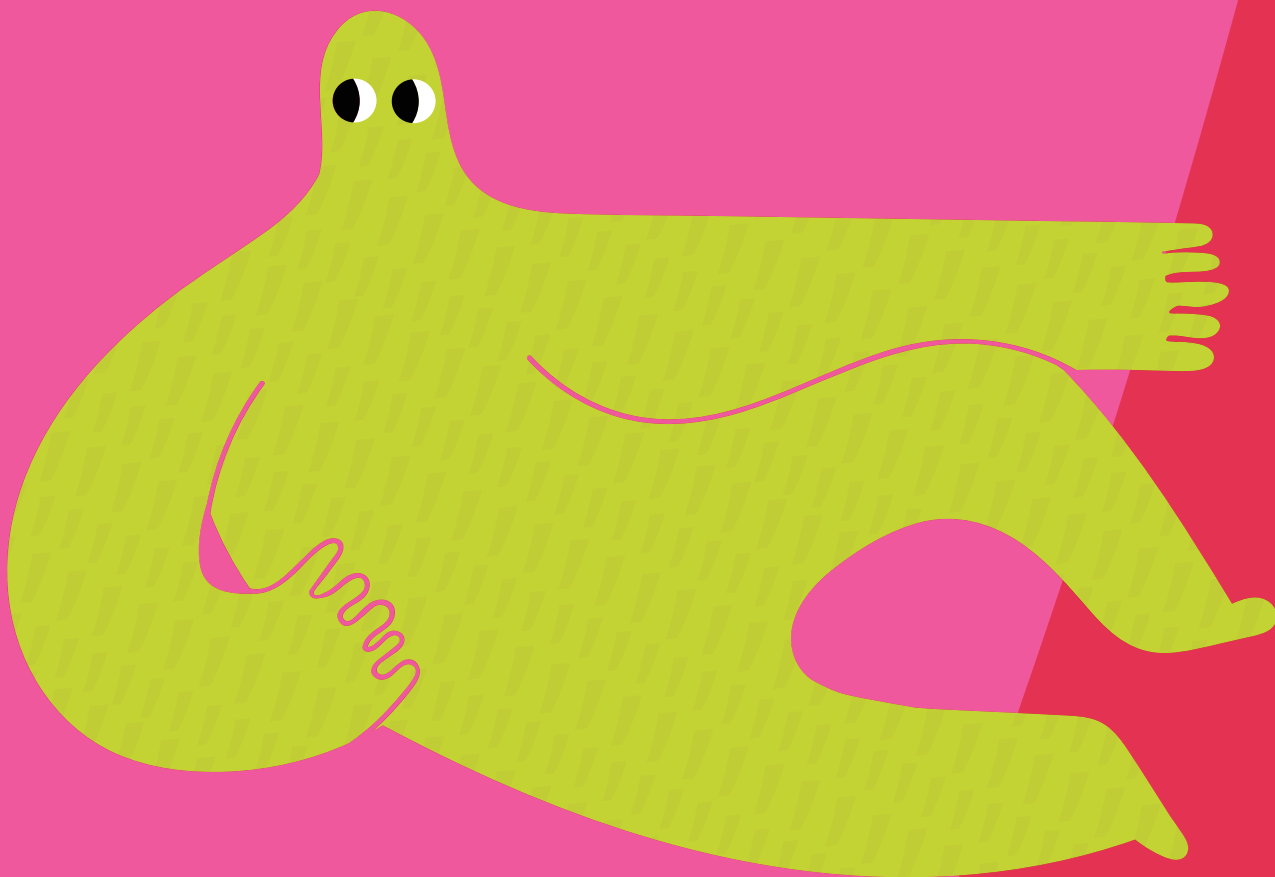
We promise to promptly and thoroughly investigate any claim and take appropriate action where we find a claim has merit. To the extent possible, we'll retain the confidentiality of those who report suspected or alleged violations of these policies. (Please note, reporting false claims may subject you to disciplinary action.)

If we determine that harassment or discrimination occurred, corrective action will be taken to effectively end the harassment. That may include reprimanding, suspending, demoting, discharging, or taking other appropriate actions against the team member(s) found in violation of our anti-harassment and/or anti-discrimination policies. As necessary, we may monitor any incident of harassment or discrimination to make sure the inappropriate behavior has stopped. And in all cases, we'll follow up as necessary to be certain that no individual is retaliated against for making a complaint or cooperating with an investigation.

STEP



**LET US
REASONABLY
ACCOMMODATE
YOU**



STEP 6 LET US REASONABLY ACCOMMODATE YOU

We want to make sure you're comfortable and able to do your job while you're working here. So we're happy to provide reasonable accommodations to our team members—where appropriate—so they can perform the essential functions of their jobs, unless those accommodations would create an undue hardship on the business.

Disability accommodation policy

y'all complies with the Americans with Disabilities Act (ADA), the Pregnancy Discrimination Act, and all applicable state and local fair employment practices laws. On top of that, we're committed to providing equal employment opportunities to qualified individuals with disabilities, including disabilities related to pregnancy, childbirth, and related conditions. **(Real talk, parents are the best.)**

If you require an accommodation because of a disability, let us know! Start by talking to your manager. You may be asked to provide some relevant information, like:

A description of the proposed accommodation.

The reason you need an accommodation.

How the accommodation will help you perform the essential functions of your job.

Please be specific about the accommodations you believe will allow you to perform your job. We may be able to accommodate your request as-is, or we may need to work together on an alternative, to the extent any reasonable accommodation can be made without imposing an undue hardship on the company.

Also, if leave is provided as a reasonable accommodation, that time off may run concurrently with leave under the federal Family and Medical Leave Act (FMLA) and/or any other leave, where permitted by state and federal law.

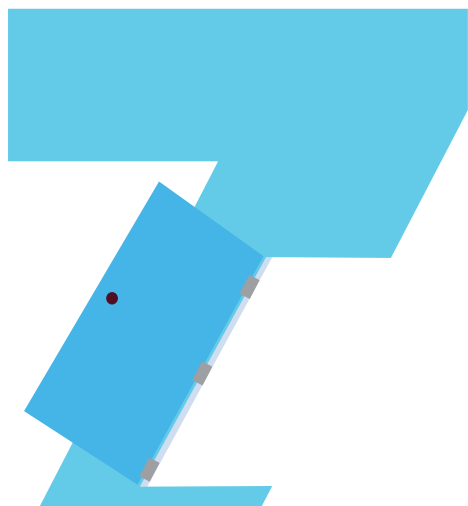
It never hurts to ask!

We'll never discriminate or retaliate against you for requesting an accommodation.

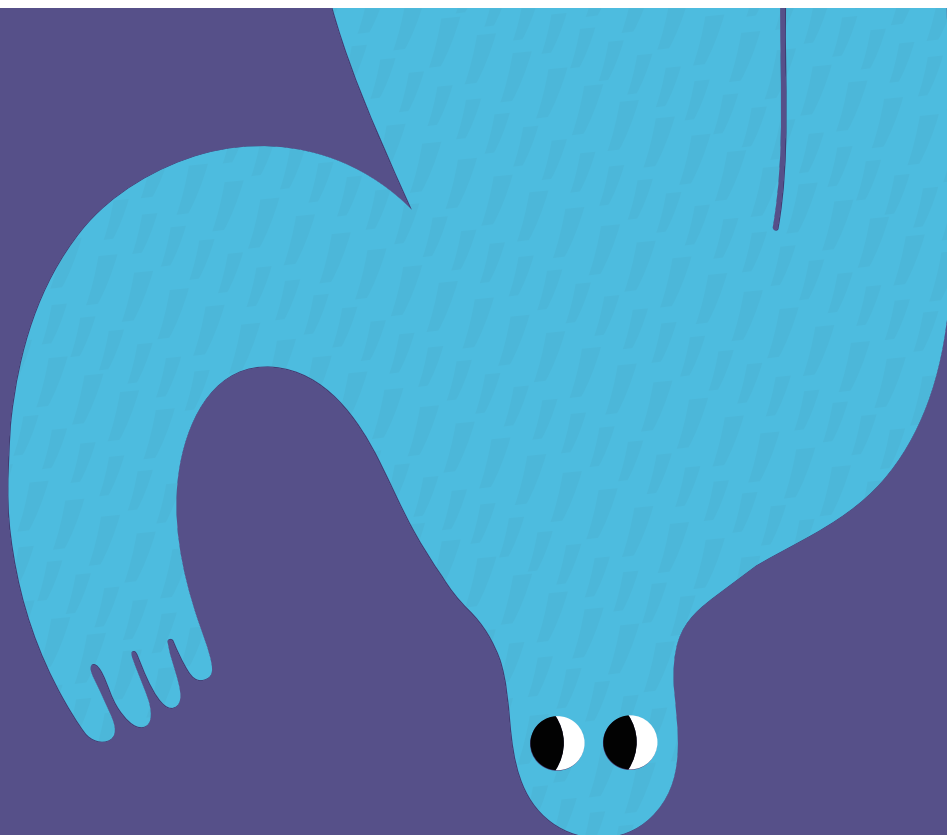
Religious accommodation policy

We love that we're all so different here! And we recognize and respect the diversity of our team's religious beliefs. You're welcome to request an accommodation when your religious beliefs are at odds with your schedule, basic job duties, or other aspects of your employment here. We'll consider the request, and will work with you to offer an accommodation to the extent permitted by law. We will never question the validity of your beliefs.

STEP



**BE OPEN
WITH US**



STEP 7 BE OPEN WITH US

The door's open. Come on in.

It takes all of us to make this a great place to work! Let's be open and honest with each other to make that happen.

Handling conflict resolution

We know we can't improve as a company unless we address problems as they arise. So to help manage and resolve any conflicts that may come up, here's what to do.

If you believe there's been inappropriate conduct (from anybody, including team members, clients, or others) bring your concerns to the attention of your manager. Make sure to bring up any concerns at a time and place when your manager can properly listen. Most problems can be resolved through informal dialogue in this way.

If you've already brought this matter to your manager's attention before and you feel like you haven't gotten a sufficient response (or if you believe that person is the source of the problem) please take your concerns directly to the Partners or the Director of Operations. Describe the problem, who is involved, any efforts you've made to resolve the problem, and any suggested solution you might have.



The suggestion box

Our open door policy doesn't stop at conflicts. We want to hear the good stuff too! We brought you onto the team because we think you kick ass at your job, so we want to hear what you think we can do better.

We welcome suggestions for continued improvement or ideas for better ways to meet client needs. Bring your great ideas to your team or manager and talk it out. Read a great article? Listened to an inspiring podcast? Took an enlightening class? We want to hear about it! Please share anything you think will add value and make us—collectively—better.

STEP



**TAKE
ADVANTAGE
OF OUR
BENEFITS**



VISION



DENTAL



LIFE



HEALTH



STEP 8 TAKE ADVANTAGE OF OUR BENEFITS

Health insurance

We're happy to offer group health insurance benefits to all eligible full-time team members and their eligible dependents. As with most insurances offered through your workplace, we pay part of the cost and you pay some—your part is deducted automatically from your paycheck.

If you or a dependent become ineligible for benefits due to a change in work hours or through a life event, or if you unfortunately leave employment with us, you may have the right to continue your health benefits under federal or state law. If that happens, we'll provide you with information about your rights to continue your benefits coverage.

Dental, vision, and life insurance

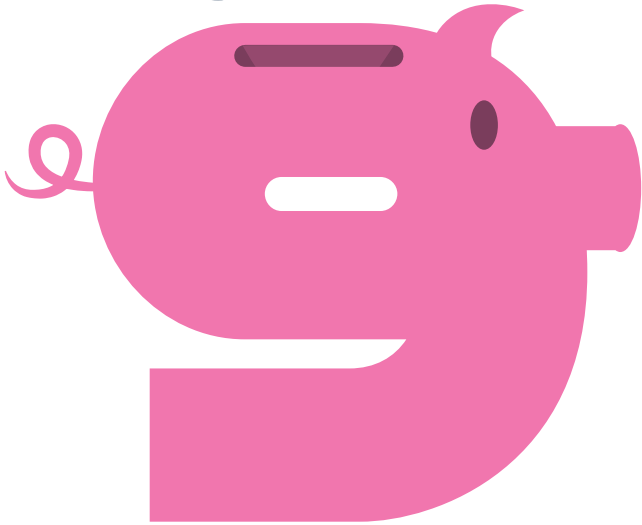
All regular full-time team members are eligible for our dental plan, vision care plan, and life insurance. For the life insurance plan, you're required to list your intended beneficiary.

The benefits docs have the deets

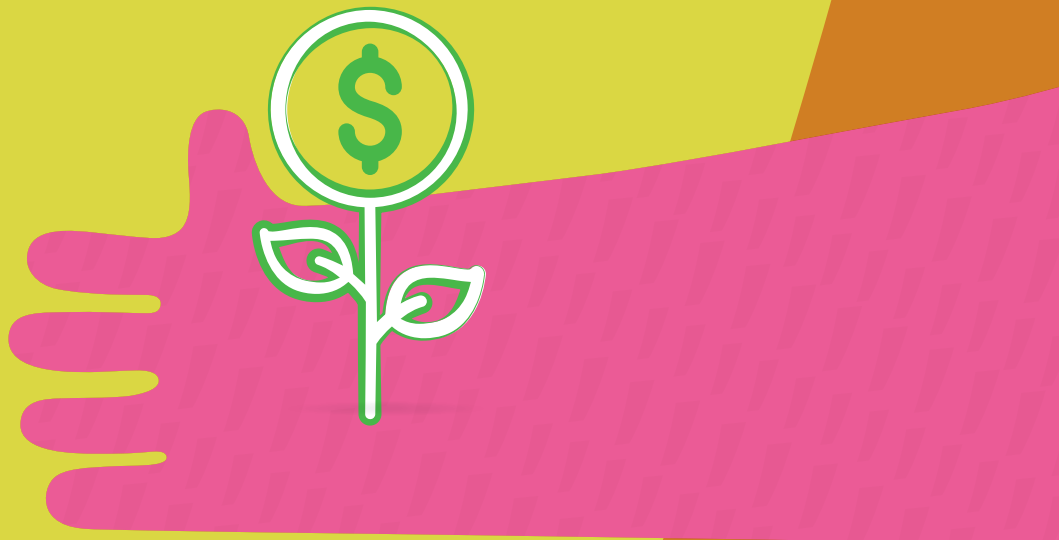
All plan benefits are described in detail in the Summary Plan Description (SPD), which you can find on Justworks or get from the Director of Operations.

Benefits may be canceled or changed at the discretion of the company, unless otherwise prohibited by law.

STEP



GET PAID



STEP 9 GET PAID

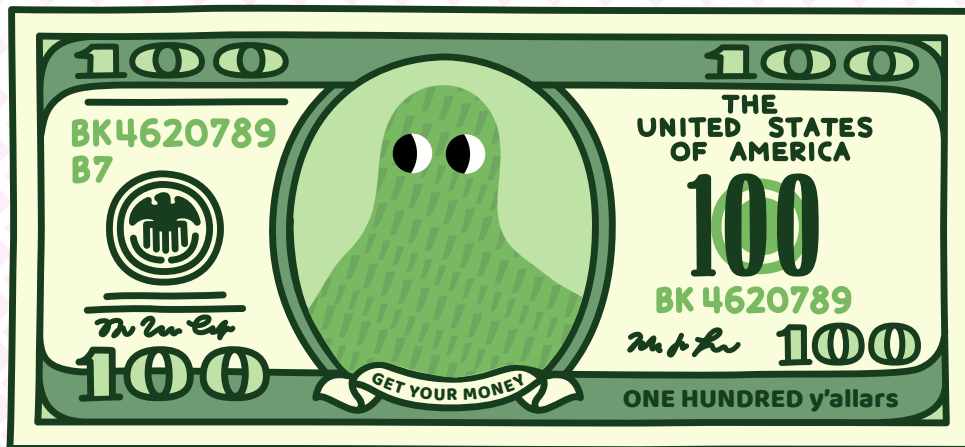
We value your work ethic—and you should GET. YOUR. MONEY. At y'all, pay depends on a wide range of factors, including pay scale surveys, individual effort, profits, and market forces. If you have any questions about your compensation, including things like paid time off, overtime, benefits, or paycheck deductions, get in touch with your manager or the Director of Operations.

Money in the bank

We require all full-time team members to enroll in direct deposit. It's the 21st century! The Director of Operations can give you an application form—or you can edit or update your banking information in Justworks under your Account Settings. Typically, your bank will begin the direct deposit of your payroll within 30 calendar days after you submit your completed application. And you can always see your paystubs on Justworks.



If you're paid hourly or otherwise, refer to your contract and review your paycheck for accuracy.



Deductions Happen

Nobody likes it, but we gotta do it. We're required by law to make certain deductions from your pay each pay period, including deductions for:

- Federal income tax
- Social Security and Medicare (FICA) taxes
- State income taxes
- State unemployment taxes
- State disability insurance taxes
- Any other deductions required under law or by court order for wage garnishments

Your total tax deduction amounts will depend on your earnings and the information you list on your federal Form W-4 and applicable state withholding form. You can also authorize voluntary deductions from your paycheck, including contributions for insurance premiums, retirement plans, spending accounts, or other services. Your deductions will be reflected in your paystub.

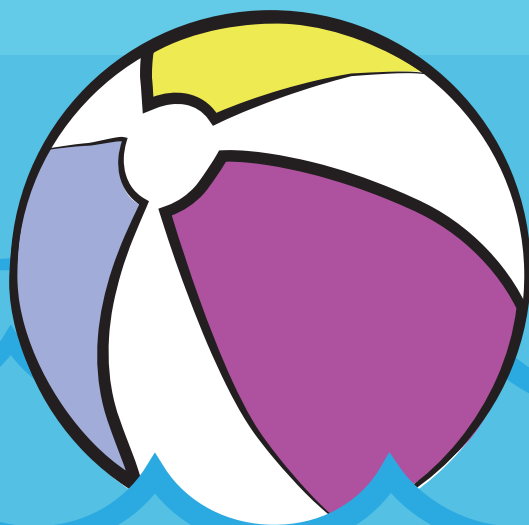
Needless to say—but here we are, saying it—we won't make illegal deductions to your pay. On the flip side, if you find an error, you'll receive an immediate adjustment, which will be paid no later than your next regular payday. Cha-ching!

STEP

1



**TREAT
YOURSELF**



DEEP END

STEP 10 TREAT YOURSELF

Hey, hey, take a vacay

All our full-time staff are eligible for—holy cow—UNLIMITED VACATION. Your paid time off (PTO) can be used for vacation, sick time, or other personal matters. We want to give you the flexibility to live your life how you want. We simply ask that you respect the company, our clients, and the work going on. Please check with your manager and help make sure your tasks will be taken care of before taking time off. All reasonable requests with proper notice will be granted.

No really, take a vacay

Unlimited vacation is just the start. At y'all, we actually mandate that all employees take at least 2 weeks off work each year. You can't work your best without some quality rest!

Paid holidays

New Years' Day

Martin Luther King Jr. Day

Presidents' Day

Memorial Day

Juneteenth

Independence Day

Labor Day

Indigenous Peoples' Day

Thanksgiving

Friday after
Thanksgiving

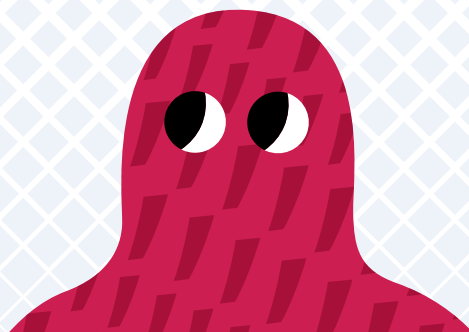
Christmas Eve

Christmas Day

What if the holiday falls on a weekend?

We'll typically be off work on the Fridays before Saturday holidays and the Mondays after Sunday holidays.

Wait! There's more.



LIFE-WORK BALANCE



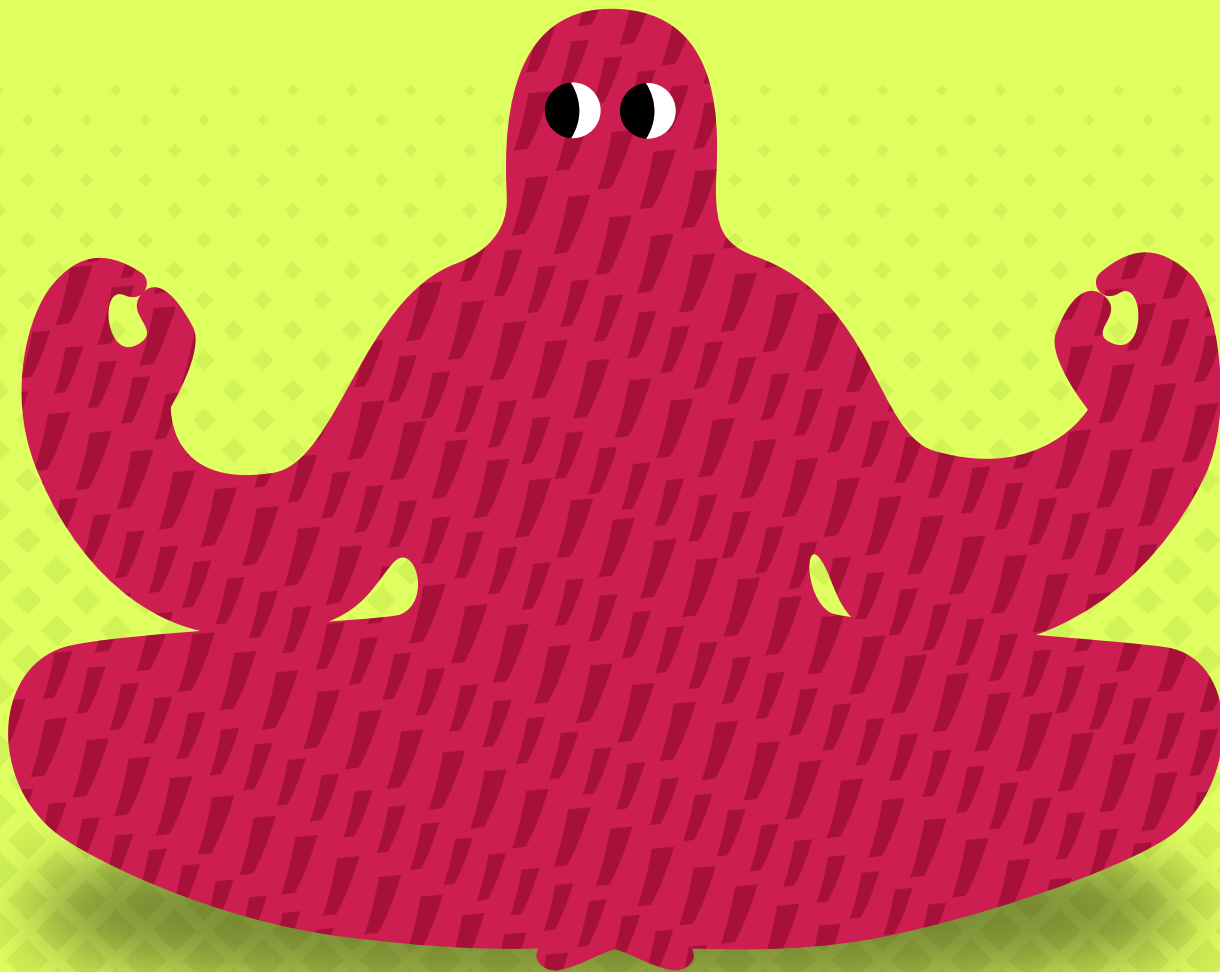
Time off for the hard times

While a big part of our unlimited vacation policy relies on trusting each other and giving ample notice, we understand there are times when notice can't be given. If you're experiencing a family emergency, health emergency, or the passing of a loved one—including pregnancy loss and miscarriage—please take the time you need to care for yourself and others. Simply reach out as soon as you can so that we can make sure your tasks are reassigned.



Adjusting to a new human in your life

We're so happy for and proud of the humans of y'all who choose to raise the next generation of tiny creative geniuses! We adhere to all state and federal guidelines regarding parental leave. If you have a new human entering your life, let's talk. We would love to work with you on parental leave arrangements that will work best for you and your lifestyle as the situation allows.



WORK-LIFE BALANCE

Break me off a piece of that Kit-Kat bar

Along those lines, please make sure to take time during the workday for meals and breaks. If you're working from home and your pantry is crying out to you, we fully support you stepping away to eat those snackies.

We strive to provide a safe and healthy work environment, and we comply with all federal and state regulations regarding meal and rest periods. Check with your manager about schedules for rest and meal breaks. And if, for some reason, you were unable to or prohibited from taking a meal or rest period—please bring it to our attention. Your happiness and work-life balance are a priority.

Running behind... or running on fumes?

If you know you'll be late for work or need to take a sick day, simply give your manager—and then your team—reasonable notice ahead of time.*

*In some instances, we may ask you to provide documentation of any medical or other excuse for being absent or late where permitted by applicable law.

How much is too much?

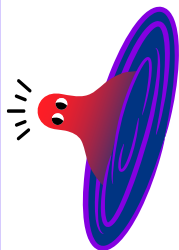
If you don't show up for work or call in with an acceptable reason for your absence over a period of three consecutive days, we will have no choice but to believe you've abandoned your job and voluntarily resigned from y'all.

Acceptable reasons for unexplained absence: (proof required)

Alien abduction



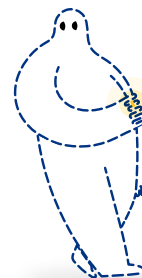
Sucked into a black hole



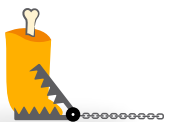
Spontaneous implosion or explosion



Sudden, irreversible invisibility



Caught in a bear trap



Time off for the **CIVICALLY INCLINED**



It happens to the best of us

There it is, in your mailbox. The dreaded jury duty summons.

No problem—we encourage you to fulfill your civic duties! If you're summoned for jury duty, just let your manager know as soon as possible to make scheduling arrangements.

If you're a full-time employee, you won't have any deduction in pay due to jury duty. If you're part-time, we'll follow your state's guidelines.

Before you go uphold the pillars of justice, please provide a copy of your jury duty notice to your manager. And of course, we won't ever retaliate against team members who take leave for jury duty.

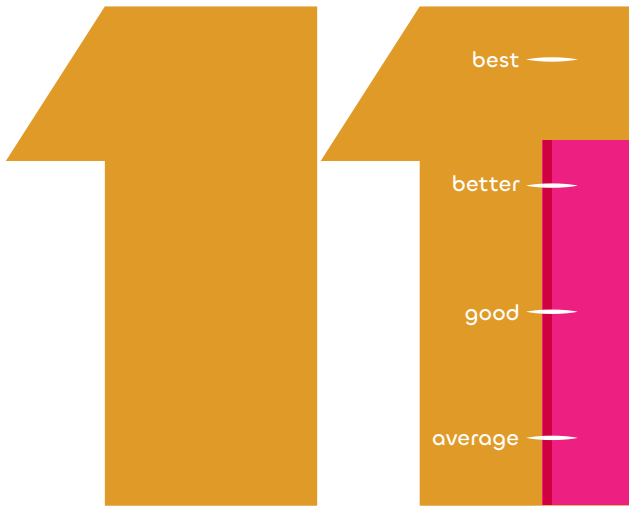


We want you to go vote!

At this time, we don't observe Election Day as a paid holiday, but we're happy to give reasonable time off to vote, consistent with applicable legal requirements. Please reach out to your manager and team beforehand to make scheduling arrangements and ensure nothing falls through the cracks while you're out.

If you do feel you need a full day off for voting or volunteering on Election Day, you're welcome to request the day off in advance—like any other PTO day—and we'll grant the request if reasonable.

STEP



**BE AWARE
OF HOW
YOU'RE
DOING**



STEP 11 BE AWARE OF HOW YOU'RE DOING

More money, more fun

We know it's a competitive industry, and we want to make sure you feel compensated for the hard work you do! We review everybody's salaries annually, and depending on financial health and other factors, we make an effort to give pay raises consistent with our company's profitability and your job performance.

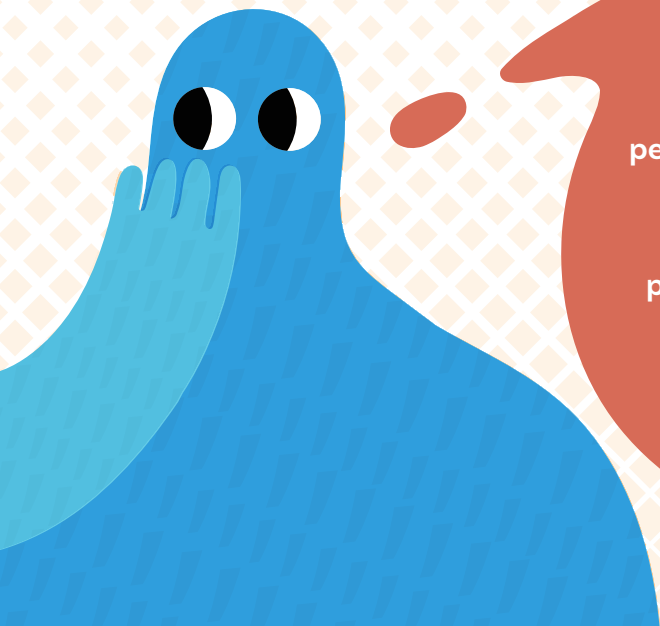
Performance reviews

As part of our open culture, we're offering feedback, adjusting, and continually reviewing and improving our work. That said, we also have processes in place to periodically review your work performance in a more structured way. The performance review process will take place annually, or as business needs dictate. You can also reach out to your manager to help you develop a performance improvement plan at any time.

The performance review process is intended to help level up the quality and value of your work performance. Your initiative, effort, attitude, job knowledge, and other factors are all part of the review!

SIDE NOTE

Please keep in mind, a positive performance review isn't a guarantee for higher pay or continued employment. Pay raises and promotions are based on a number of factors, only one of which is job performance.



A LITTLE BIT ABOUT THE **HARD STUFF**

Conduct violations or performance improvements

We'll try to keep this clear and simple. Violating y'all policies or procedures may result in disciplinary action including verbal and/or written warnings, suspensions, or termination of employment.

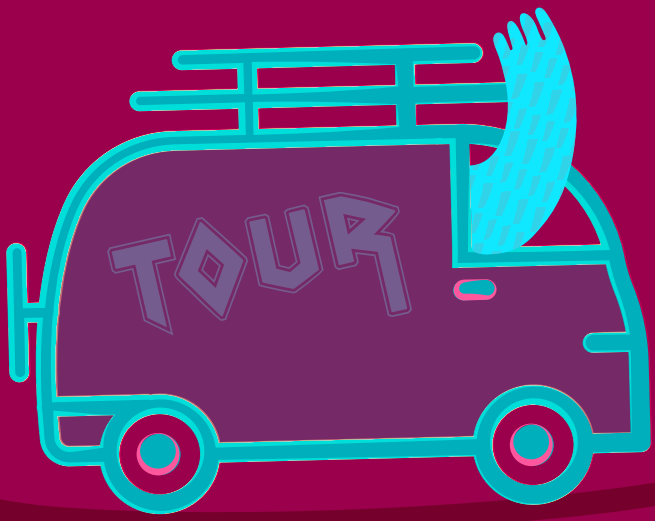
The general disciplinary process

First of all, we believe discipline should be progressive, depending on the prohibited conduct. That said, we're not required to engage in progressive discipline and we may discipline or terminate team members who violate the rules of conduct or whose work quality fails to meet expectations at any time. And as always, any attempt at progressive discipline doesn't imply that your employment is anything other than "at-will."

Here's how it goes. In appropriate circumstances, your manager or the Partners will first provide you with a verbal warning, then with one or more written warnings. If the conduct is not sufficiently altered after warnings were given, the next steps may include suspension or termination of employment.

We do want to make sure we're being fair to you. Your manager will make every effort possible to allow you to respond to any disciplinary action taken. Please understand that while we want to be consistent with our policies, we aren't obligated to follow any disciplinary or grievance procedure and that depending on the circumstances, you may be disciplined or terminated without any prior warning or procedure.





IF YOU DECIDE TO LEAVE Y'ALL

We hope that your time with us will be fun, rewarding, and valuable! But we know how life goes, and we understand that varying circumstances can cause you to resign. It's our policy to handle any resignation in a professional manner with minimal disruption to the workplace or the team.

Two weeks' notice*

Please provide a written resignation letter or email to your manager or the Partners. We ask that you provide a minimum of two weeks' notice of your resignation. If you're a manager, we would appreciate a minimum of four weeks' notice.

SIDE NOTE: Layoffs

We hope this will never happen, but if necessary, y'all management may need to implement a reduction in force (RIF). We know layoffs can be a trying experience for everybody involved, and if this ever happens, we will make our best effort to make sound business decisions while acknowledging the needs of our team.

Final pay

We want to make sure you get your final pay! We will pay separated team members in accordance with applicable laws and other sections of this handbook. Let us know ASAP if your address changes in the same calendar year that your resignation occurs. That way, we can ensure tax information is sent to the correct address.

Return of property

Return all y'all property at the time of separation, including computers, monitors, docking stations, webcams, and all other electronic accessories or any other company equipment. Failure to return some items may result in deductions from your final paycheck where state law allows.

Exit interview

We would appreciate your participation and honesty in an exit interview when you leave y'all. The purpose of the exit interview is to give us greater insight into your decision to leave. It will help us identify any trends requiring attention or opportunities for improvement—and it will help us develop effective recruitment and retention strategies. We want to hear from you.

Post-employment references

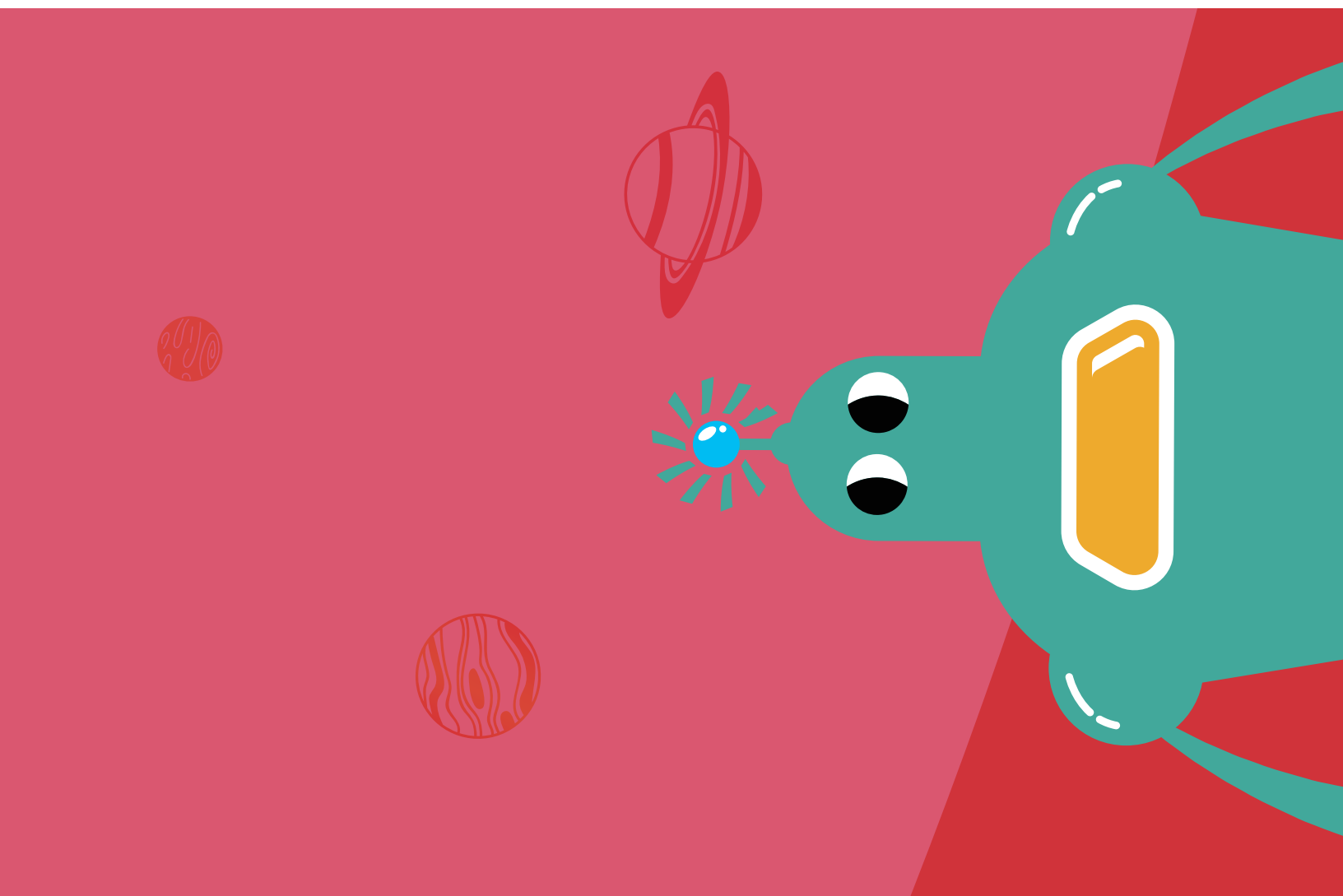
As a standard practice, it's our policy to confirm dates of employment and job title only. With written authorization, we will confirm compensation. Forward any requests for employment verification to Operations.

* We reserve the right to provide you with pay in lieu of notice in situations where job or business needs warrant.

STEP



**RESPECT
THE TECH**



STEP 12 RESPECT THE TECH

Let's get techy with it

As a digital-first agency, technology is at the core of the work we do. So, let's make sure we're all in agreement about how best to use it.

We're talkin' about:

Email systems
& other accounts

Internet
access

Computer,
network, &
communications
systems

Hardware—
including your
laptop

Software
programs

Other peripherals, including network key fobs and other devices

IN SHORT



While we recognize that you may use company property to check email or Instagram on occasion, we ask that you limit your use of y'all-related IT and communications to business purposes and respect our technology policies.



THE TECHNOLOGY POLICY DEETS

All content that's part of y'all IT resources and communications systems is the property of the company. And while it's a little awkward to say it this way, this means team members shouldn't have expectations of privacy in any:

- Message
- Data
- Phone—or Zoom—conversation
- Regular ole spoken conversation
- File
- Document
- Social media post

...or any other kind of information or communication sent to, received, printed from, or stored or recorded on y'all hardware, software, and communications systems. (Whew, that's a mouthful.)



HELPFUL TIP It's really pretty easy. Just don't use company IT resources and communications systems for anything that you want or need to be kept private or confidential.

Speaking of privacy

y'all reserves the right to monitor, intercept, and/or review all data sent, received, or downloaded over company IT resources and communications systems in accordance with applicable law. We can and will exercise this right periodically, without prior notice and without prior consent.

What are we keeping a close eye on? Our data monitoring includes, but isn't limited to:

- Protection of company trade secrets
- Proprietary information
- Similar confidential commercially-sensitive information (i.e. financial or sales records/reports, marketing or business strategies/plans, product development, customer lists, patents, trademarks, etc)
- General management of computer system usage
- Management of electronic data during periods of absence

Passwords

Passwords are great (we love 'em!), but please don't interpret the use of password protection as creating a right or expectation of privacy.

A bit about the non-digital world

All y'all property (including but not limited to machines, notebooks, coworking desks, etc) remains under the control of the company. Like with technology systems, please don't expect privacy in any of these areas. We hope we don't need to, but they may be subject to inspection at any time, without notice or user presence. We assume no responsibility for the loss of, or damage to, your own property whenever we're together in person at coworking spaces, on company retreats, or at other social events.

Specifics about software

Software programs purchased and provided by y'all should only be used for creating, researching, and processing materials for your job with us. By using our hardware, software, and networking systems, you assume personal responsibility for their use and agree to comply with this policy.

All software acquired for or on behalf of y'all (or any software that's developed by our team on our behalf) is y'all property. And just like we preach respect in the ways we treat each other, we also believe in respecting all computer software rights and adhering to the terms of all software licenses we deal with.

Need a certain software to do your job better?

Just ask! To purchase a software license, talk to your manager. All software acquired by our team will need to be approved and purchased through the Director of Operations.

NO DUPES ALLOWED

Do not duplicate, copy, or give software to any outsiders including clients, contractors, customers, and others. Unauthorized duplication of software could subject you and us to both civil and criminal penalties under the United States Copyright Act.

One last thing: Company property should be used for company business. Period.

So please don't use y'all systems, hardware, or software for personal use. And if something happens to any y'all property because of personal use, you'll be responsible for repairing or replacing any damages and returning it in good condition.

So, let's just keep business and pleasure separate for everybody's sake. Cool?

Thank
y'all

We're so proud to do great work with such a great group of humans. Let's get out there and keep having a helluva good time. And if you ever have any questions, you know where to find us.

David Brungard & David Lubofsky, Partners

