



## **PROMOTION OF NON-ACADEMY PRODUCTS & SERVICES POLICY**

The American Academy of Dermatology and AAD Association (collectively, “the Academy”) seeks to advance the science and art of dermatology and to promote community health, patient welfare, and public education in the field of dermatology. In meeting these objectives, the Academy communicates through various media with dermatology professionals, allied health professionals, and the public regarding products and services available from the Academy. The Academy owns or controls a variety of communications vehicles, including, but not limited to: direct mail, educational materials, meetings, periodicals, and web sites. The Academy permits and encourages other organizations to promote products and services in its communications vehicles, provided that the products or services are deemed appropriate and relevant to the practice of dermatology and do not compete directly with those offered by the Academy. Promotion by other organizations is governed by the following general guidelines, and by the more specific guidelines referenced in the endnotes below.

### **RIGHT OF REFUSAL**

The Academy reserves the right to reject requests for promotions, or not to renew previously approved promotions, at any time for any reason or no reason at all. Promotions that conflict, or have the appearance of conflicting, with Academy policy are prohibited (see also, Non-AAD Guidelines section, below).

### **TERMINATION**

The Academy reserves the right to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Academy or its affiliates.

### **LOGO USE**

Use of the Academy’s name and/or logo is prohibited without the Academy’s prior written approval. The use of non-Academy corporate names and logos is generally permissible, except where prohibited by other Academy guidelines.

### **COMPETITION**

Promotion of products, meetings, and services that compete directly with those offered by the Academy is generally prohibited. Membership solicitation by organizations other than the Academy and the members of the Intersociety Liaison Committee and state dermatology societies, which have established reciprocal agreements, is prohibited. Fundraising by organizations or individuals other than the Academy is strictly prohibited.

### **ENDORSEMENT**

The Academy’s acceptance of promotion is not intended to convey Academy approval, endorsement, certification, acceptance, or referral of any particular organization, or any product or service manufactured or distributed by that organization. Promotion permitted in Academy communications vehicles is not to be construed or publicized as an endorsement or approval by the Academy, nor

may the promoter state that its claims are approved or endorsed by the Academy. The fact that a promotion for an organization, a product, or a service has appeared in an Academy-sponsored communications vehicle, shall not be referred to in collateral advertising or literature by that organization.

#### **DISTRIBUTION OF ACADEMY MEMBER INFORMATION**

The Academy rents its membership mailing list, which includes mailing addresses only, in accordance with these and other, more specific, guidelines. The Academy does not rent or otherwise disseminate other member information, including but not limited to e-mail addresses and fax numbers, to other organizations.

#### **PRODUCT REFERENCES**

Reference to product brands by commercial supporters is prohibited except in advertisements, the content of which is governed by more specific guidelines for Academy publications that accept advertising.

#### **COMPARISONS**

Comparison to the Academy's products or services is prohibited. Comparisons to a competitor's products or services in Academy communications vehicles are prohibited.

#### **PROPRIETY**

Promotions deemed by the Academy, in its sole judgment, to be indecent, offensive, or otherwise inappropriate in content are prohibited.

#### **ELECTRONIC PROMOTION**

The Academy may take under consideration requests for advertising and promotion on its Web sites. Requests for links to and from its Web sites are governed by specific Academy guidelines.

#### **NON-AAD GUIDELINES**

Promotion must be in compliance with all applicable continuing medical education guidelines (AMA, ACCME, etc.) as well as all appropriate industry, state and federal regulatory and governmental agency guidelines (PhRMA, FDA, OIG, FCC, FTC, etc.)

#### **LIMITATIONS OF ACADEMY LIABILITY**

The Academy will endeavor to disseminate promotions promptly and accurately. The Academy assumes no responsibility to verify statements contained in a promotion. Any inadvertent errors by the Academy will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute the sole liability of the Academy.

#### **REVIEW PROCESS**

All requests for promotion must be submitted in writing to the appropriate review body. Academy reviewers are responsible for ensuring that Academy guidelines are followed with respect to all promotion. The decisions of Academy reviewers are final.

## **INTERPRETATION AND APPLICATION OF GUIDELINES**

All matters and questions not specifically covered by these Guidelines, or other specific Academy guidelines, are subject to the final decision of the Executive Committee of the Academy.

## **VIOLATIONS**

Specific actions may be taken by the Academy for violation of any provision of these guidelines. The action taken will be determined on the basis of the particular circumstances of the violation, but in cases involving major violations, may include legal action.

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## **REFERENCE: SUPPORTING ACADEMY GUIDELINES INCLUDE:**

- Administrative Regulation: Guidelines for Cooperative Print and Electronic Public Education Programs with Industry. Administered by: Executive Director
- Technical Exhibit Rules & Regulations (Reviewed and approved annually, most recently on April 9, 2004.). Administered by: Scientific Assembly Council
- Advertising Guidelines (approved 1994; amended 1999). Administered by: Physician Reviewer/Board of Directors.
- Administrative Regulation: Guidelines for Production of Public Service Announcements (approved 7/17/87). Administered by: Communications Council
- Guidelines for the Approved Use of the American Academy of Dermatology and American Academy of Dermatology Association Membership Mailing List (approved May 22, 2004). Administered by: Executive Director).
- American Academy of Dermatology Digital Advertising and Sponsorship Guidelines (approved 1999). Administered by: Executive Director.
- Industry Supported Symposia Policies & Guidelines (approved 10/22/04). Administered by: Scientific Assembly Council
- Departmental Management Guidelines for AAD.org (revised 7/01). Administered by: Director, Web Services.