

Definitions:

- **Virginia Hemophilia Foundation (VHF)** is a non-profit 501c (3) organization serving Constituents living in the VHF Coverage Area.
- A **Constituent** shall include persons with an inherited bleeding disorder or members of their immediate family/household member.
- **VHF Coverage Area** includes the cities and counties of the Commonwealth of Virginia, other than the cities of Alexandria, Fairfax, Falls Church, Herndon, Manassas, Manassas Park and Vienna and the counties of Arlington, Fairfax, Fauquier, Loudon, Prince William, and Stafford.
- An **Event** may be “virtual” or in-person and include, but is not limited to, a meeting, educational program, outing, social gathering, retreat, or fund-raising activity.
- An **Exhibit** is a table or other mechanism for displaying Industry marketing materials at an Event. Exhibits may be restricted to designated areas and time frames.
- **Industry** refers to any corporation that provides goods and services to VHF Constituents on a for-profit basis. These corporations may include, *but are not limited to*, **specialty pharmacy, home care, and pharmaceutical companies.**
- **Associated Organizations** refer to for-profit or non-profit organizations that service those who are affected by inherited bleeding disorders. These organizations may include, *but are not limited to*, HTC’s, chapters, national bleeding disorders organizations, and educational providers.
- An **Industry Representative** is a person who is employed by or otherwise compensated by Industry or Associated Organizations either on a full-time, part-time or contract basis. Any individual who attends a VHF Event and wears an Industry or Associated Organizations name tag and/or branded apparel will be assumed to be an Industry Representative.

Overview:

VHF welcomes everyone in its efforts to support the community of persons affected by inherited bleeding disorders. VHF does not endorse any pharmaceutical product, specialty pharmacy, or home care service. VHF recognizes that our community includes many who are employed by or otherwise connected with Industry or Associated Organizations. VHF is also aware that Industry employs Constituents living in the VHF Coverage Area.

VHF makes every effort to ensure that Constituents can make a clear distinction between VHF-hosted Events and those of Industry or Associated Organizations. Further, it is essential that we create beneficial and pressure-free experiences to protect VHF Constituents. Accordingly, VHF has developed the following Standards for Industry, Associated Organizations, and their Agents.

Use of VHF Materials:

The use of VHF materials – including but not limited to the VHF logo, photographs, articles from its newsletter(s) and event fliers, and its website – are expressly prohibited without advance written approval from VHF.

VHF materials are not to be used in Industry educational or promotional materials or other forms of media, which may include, but are not limited to articles, magazines, advertisements, recruiting brochures, websites, or publications. In addition, Industry and Associated Organizations may not alter or create their own marketing materials related to VHF-hosted Events.

Industry Representatives at VHF-hosted Events:

- Industry Representatives and Industry Representatives in a dual role (Industry Representative and a Constituent) who do not live within VHF's Coverage Area may not attend a VHF Event (excluding fundraisers) unless their company and/or organization is an official sponsor.
- Industry Representatives in a dual role who are VHF Constituents may attend VHF Events even if their company and/or organization is not an official sponsor. Some exceptions may apply, and VHF has the right to limit participation.
- VHF will not book and/or pay for overnight accommodation for any Industry Representative, including those in a dual role who are VHF Constituents.
- All Industry Representatives must identify themselves as such by wearing name tags and/or branded apparel with their company name or logo during the Event (excluding fundraisers).
- Industry Representatives may attend general education sessions only, not small group sessions such as breakouts or support groups, without express approval of VHF, this includes those that are also VHF Constituents.
- Only VHF-approved Industry Representatives may distribute marketing materials or any other materials during a VHF-hosted Event, such distribution will be limited to agreed-upon materials and Exhibit area.

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- Industry Representatives may not conduct raffles, sweepstakes, or similar activities at Events. In addition, sign-up sheets, invitations, or hand-outs to events not sponsored through VHF are not allowed without the prior approval of VHF.
- Industry Representatives must have VHF approval before using a sign-up form to collect names and/or addresses of Constituents at Events. This form must clearly state that the Constituent has offered to voluntarily give their contact information with the understanding that the company may follow up by phone or by mail. No other method of collecting contact information from Event participants will be permitted.
- No Industry Representatives may distribute any type of medication to Constituents; this includes over-the-counter medications such as anti-inflammatory drugs and antacids. External-use products such as wraps, cold/hot packs, and hand sanitizers are permitted.
- Please support Event attendees' full participation in meals and educational programs by not holding separate/outside meals/meetings/conversations or other activities during an Event without express approval of VHF.
- VHF retains the right to reject any proposed presentation that is contrary to the goals of VHF.
- VHF will not be responsible for transporting, storing, shipping, setting up or displaying any materials for Industry use at Events.
- Industry Representatives may not use any photos or video footage taken during any VHF-hosted Event, even with verbal or written consent of the Constituent.
- VHF will maintain all Constituent RSVP lists. Industry Representatives may not add Event participants without VHF's prior consent.
- Industry Representatives must agree to abide by any additional standards set forth by VHF that may pertain to specific Events.

Additional Standards for Industry Representatives Who Are Also VHF Constituents:

An Industry Representative, who is also a VHF Constituent, must specify prior to the start (*i.e.*: at sign-in or registration) of the Event whether they are attending as an Industry Representative or as a VHF Constituent. In other words, *“when you walk in the event door, you are either a VHF Constituent or an Industry Representative, and you retain that status for the duration of the Event.”* If your company/organization is an official sponsor of the Event you are considered an Industry Representative.

If attending as a VHF Constituent, you:

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- Will not use any information obtained because of your attendance or participation for any purpose other than attendance or participation in such Events.
- Must not conduct any marketing activity for the duration of the Event (marketing activity includes but is not limited to mentioning your company to other constituents, wearing company apparel, handing out business cards, giving out logo items, collecting email addresses/phone numbers, or contacting them after the event to gain their business, etc.)
- Must ensure that all attendees' personal information acquired during the Event is kept in confidence and will not be used for any Industry-related marketing, sales, or financial gain of any kind.

Generally, Industry Representatives who are also VHF Constituents are allowed to attend VHF-hosted Events even when they are not an official sponsor, but due to the nature of certain Events individuals employed or compensated by Industry are not able to attend those events, which will be outlined by VHF on the events/calendar webpage, unless they are sponsoring and then only attending as outlined by the sponsorship agreement. These events may include, *but are not limited to* men's, women's, adult and teen retreats and new family education programs.

Confidentiality Standards:

All Industry Representatives must abide by the VHF Confidentiality Standards to ensure that Event participants feel comfortable sharing personal information.

- All information shared by participants during VHF Events is to be maintained confidential.
- The only individuals to have full names of program attendees will include VHF Event representatives (which may include VHF staff, board members, and/or HTC staff).
- VHF will not release participants' full names and/or confirm individual registrants to event sponsors and industry representatives without the express written consent of the individual.

Any exemption from or waiver of these standards must be approved on an individual and case-by-case basis in advance by VHF.

Violation of these standards may result in immediate termination of an individual's or company's participation in an Event. Penalties may include additional restrictions or forfeiture of the privilege of attending future Events with VHF.