

## **Corporate Sponsorship**

### **Code of Conduct**

#### **Definition**

The British Institute of Radiology (BIR) works in partnership with a number of commercial organisations to provide mutual benefit. The commercial entity provides money, skills or other resources to the charity in return for the opportunity to raise company awareness and increase product exposure.

#### **Principles**

Good partnerships often result from common interests and agendas. Collaborative partnerships with industry can have a number of benefits and a transparent approach across the organisations is essential. The principles that the BIR adheres to are:

- The interests of the charity remain paramount. It will not work with organisations whose aims are incompatible with its own mission, aims and strategy (e.g. tobacco-related companies).
- Partners should be clear about the benefits they expect to gain from the relationship. Sponsorship packages will be formalised in a written agreement.
- The BIR seeks to provide access to engagement opportunities to commercial partners without bias or exclusivity.
- Partners will be transparent and honest in the conduct of their official business. No bias will impinge on professional judgment and impartiality.
- The BIR cannot endorse products or equipment, but the opportunity exists for commercial partners to promote them via avenues offered by the partnership.
- Funding provided by commercial organisations and other sponsors will be managed and stewarded by the BIR's Head of Finance and Operations and used to the best advantage of the charity.
- Such funding will be recorded within the BIR's management accounts.
- The BIR will submit an invoice to the partner for the agreed amount at a mutually agreed date.

- The BIR complies with data protection laws and will never disclose member details to sponsors unless individual members consent to this.
- Both parties will respect the other's brand and recognise that reputational damage that may occur if this asset is not protected.
- Both parties will respect the other's branding guidelines and will agree a procedure for press releases, etc.
- The BIR reserves the right to withdraw from any agreement with immediate effect should it perceive that the commercial partner has or may create negative PR for the charity or cause it reputational damage.
- Relevant links on the BIR's website will be accompanied by the statement: *'The British Institute of Radiology has created a limited number of web links to its major commercial sponsors. These are created in good faith. The BIR is not responsible for the content of external internet sites. Inclusion within our web pages does not imply endorsement by The British Institute of Radiology of any product or service.'*