



Corporate Relationships Policy

Revised and Adopted on November 13, 2017
(Enacted October 16, 1999)

The mission of The National Alopecia Areata Foundation (NAAF) is to support research to find a cure or acceptable treatment for alopecia areata, to support those with the disease, and to educate the public about alopecia areata. NAAF recognizes that outreach and engagement with unrelated entities can positively serve its mission. Accordingly NAAF engages in a variety of strategic relationships with corporations, unincorporated entities and individuals (all of whom are collectively designated herein by the terms “corporation” or “corporate”). Some relationships may have support or educational objectives; some may be intended to create awareness or promote research; some may be designed for fund raising purposes; and some may be multifaceted in nature. All such relationships are entered into for the purpose of fulfilling and advancing the mission of NAAF.

This corporate relations policy is intended to establish procedures and strategies which ensure that NAAF’s integrity and independence remains unimpaired and uncompromised when NAAF avails itself of opportunities for the development of support, education, awareness and research.

Governing Principles

The NAAF Board of Directors has determined that the establishment and maintenance of corporate relationships shall be governed by the following principles:

Mission-related benefit: Corporate relationships must provide a meaningful and substantial mission- related benefit to the general public or particular constituencies of NAAF.

Independence: NAAF shall exercise independent judgment in its decision-making and NAAF shall avoid conflicts of interest, or the appearance thereof, when establishing and maintaining corporate relationships. No such relationship will provide special access or input into NAAF’s decision-making process.

Consistency: All corporate relationships must be maintained in a manner that is consistent with NAAF’s principles, public positions, policies and standards.

Consumer Communications: Materials directed to the public regarding a corporate relationship will contain clear terms or statements, such that a reasonable individual can fully understand the nature and extent of the corporate relationship.

Disclosure: NAAF will, unless prohibited by law, promptly and fully disclose the financial support that it receives from all corporations identified on Schedule B of IRS Form 990. Disclosures will include the name of the corporation, the aggregate amount of support provided by the corporation for that fiscal year and the total amount of support NAAF receives from all corporate relationships as a percentage of total revenue. Disclosure information will be posted on NAAF’s website in an easily accessible location within six months of the close of the fiscal year.

NAAF will also disclose the financial benefits it will receive from a corporate relationship when a purchase by a consumer causes a donation to be made to NAAF, including the amount or percentage of the purchase price that will be paid to NAAF, the duration of the promotion and any maximum or guaranteed minimum contribution amount (e.g., 10% of the purchase price up to a maximum of \$200,000).

Endorsement and Certification: NAAF does not endorse particular products or types of products. Certifications, which are distinct from an explicit endorsement or recommendation to buy a particular brand product or service, may only be issued when a particular product or service complies with or satisfies an applicable or relevant standard or criteria of the NAAF. Exclusive certifications will be avoided unless they: (i) are limited to a particular activity for a specified time period; (ii) provide meaningful benefit to NAAF and the public; and (iii) do not prohibit NAAF from engaging in different types of activities with competing corporations and/or products. Special scrutiny, including regulatory guidelines, must be applied when prescription and over-the-counter drugs and devices are involved to avoid unintended endorsement, suggestion of product superiority, or bias for or against a specific product.

Exclusivity: In general there will not be exclusive arrangements in promotions or certifications. However, exclusivity is acceptable for sponsorships, health message promotions and licensed products. Exclusivity may be granted to a corporation or product for a particular activity for a specified time period if there is sufficient benefit to NAAF and the public and there is no prohibition against NAAF engaging in other events with competing corporations or products.

Adherence: The corporate relationship must adhere to all applicable state and local laws and regulations.

Privacy: NAAF shall have written guidelines to protect the privacy of participants in corporate-sponsored activities and/or programs.

Implementation and Review

The NAAF Board of Directors has further determined that corporate relationships shall be implemented and reviewed in accordance with the following guidelines:

Organizational Policies: Corporate relationships are subject to ongoing review, approval and evaluation by the NAAF Board of Directors. The Board will also evaluate on an annual basis the total amount of corporate support received as a percentage of total revenue.

Compliance: NAAF will establish procedures to ensure compliance with its policy for corporate relationships by NAAF staff and volunteers. The policy for corporate relationships will be circulated to all involved parties, with a request to acknowledge receipt and full understanding of said policy.

Use of Name and Logo: Use of the NAAF name, logo and identifying marks in a corporate relationship must be reviewed and approved by NAAF in writing in advance of their use, including in statements, advertising or other materials from the corporation. Usage of the NAAF name, logo and identifying marks shall be specified in addition to the period of usage. NAAF shall not allow its name, logo or identifying marks to be used in any promotion or advertisement that names and compares competing products unless the NAAF has determined the superiority of the product with which it is associating and can substantiate its superiority.

Written Agreement: There shall be a written agreement between NAAF and the corporation prior to implementation of the corporate relationship. The written agreement will clearly indicate: (i) the consideration that will be received by NAAF; (ii) whether the consideration is unrestricted or restricted to support a particular event or program activity; (iii) a written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public; (iv) the manner in which the corporate relationship will be disclosed to the general public; (v) that NAAF retains complete control of and right of approval over all content related to the event or program activity; and (vi) the manner in which NAAF's name, logo and/or identifying marks may be used by the corporation.