

## Promotion and Communication of IAMRA Policy

### INTRODUCTION

The *Promotion and Communication of IAMRA Policy* has been developed to assist members<sup>1</sup> in communicating their IAMRA membership and to help them create communication and marketing materials that reference IAMRA and their membership in a clear and accurate manner.

IAMRA encourages its members to publicize their membership status to individuals and entities within their jurisdiction and beyond as they so choose. In doing so, IAMRA does require that all members comply with the *Promotion and Communication of IAMRA Policy* as outlined below. This policy is specific to IAMRA and how the name and logo of the organization and IAMRA membership status can and cannot be used.

### REFERENCES TO IAMRA

When developing marketing or communication materials that reference IAMRA, the purpose of IAMRA should be accurately reflected:

The purpose of IAMRA is to encourage best practice among medical regulatory authorities worldwide in the achievement of their mandate – to protect, promote and maintain the health and safety of the public by ensuring proper standards for the profession of medicine.

Any information referencing IAMRA membership must be accurate and not misleading. IAMRA is a membership organization designed to identify and promote best practices and is not a certifying or accreditation entity. IAMRA makes no warranties or claims, either expressed or implied, as to the quality of services or processes of its members. IAMRA membership should not be used as a credential or designation of performance standards or as a quality mark.

### IAMRA Website and Logo

#### *IAMRA Website*

IAMRA welcomes members to share and promote the link to the IAMRA website: [www.IAMRA.com](http://www.IAMRA.com).

#### *IAMRA Logo*

The use and reproduction of IAMRA's logo is prohibited unless permission has been granted by IAMRA.

Members shall not use the IAMRA logo in any marketing, advertising or educational materials, print or electronic media, including websites, emails, presentations and other web-based applications or electronic publications without the expressed consent of IAMRA.

Members approved to host an IAMRA event may use the logo in accordance with the terms set forth by IAMRA specific to that event.

---

<sup>1</sup> "Members" refers to Members, Partners, and Associates of IAMRA.

## **COMPLIANCE**

IAMRA may conduct periodic audits of marketing and communication that reference IAMRA and/or IAMRA membership to ensure that materials are true, not misleading, and that both IAMRA and the member's membership status are represented correctly and in accordance with this policy and with the *IAMRA Bylaws*.

Failure to cooperate with a review request or refusal to comply with IAMRA's request to address inaccuracies in information related to IAMRA and/or IAMRA membership in marketing or communication materials constitutes a violation of the *Promotion and Communication of IAMRA Policy* and the *IAMRA Bylaws* and may result in termination of IAMRA membership.

If you have any questions about the *Promotion and Communication of IAMRA Policy* or how to apply them in publicizing your IAMRA membership, please contact the IAMRA Secretariat at [secretariat@iamra.com](mailto:secretariat@iamra.com).

## **Effective Date**

This policy is effective upon approval of the IAMRA Management Committee.

## **Changes to Advertising and Communication Policy**

This policy has been reviewed and accepted by the Management Committee of IAMRA. The Management Committee of IAMRA must approve any changes to or deviations from this policy.

Approved on the 16th day of June, 2014.