

## **RadiologyInfo.org Affiliate Policy & Guidelines**

### **What is the Affiliate Program?**

The Affiliate Program allows organizations to provide their website users with quality, trusted medical information by linking to *RadiologyInfo.org* content on their website, app or emails. Each Affiliate will receive recognition on *RadiologyInfo.org* with a link to its site.

### **Affiliate Relationship Policy**

The strategic plan of *RadiologyInfo.org* calls for the development of an affiliation plan for non-profit and for-profit groups to help improve the website's reach and engagement. The types of affiliate relationships developed by *RadiologyInfo.org* shall be consistent with the core purpose and values of *RadiologyInfo.org*. All affiliate relationships must be evaluated against *RadiologyInfo.org's* mission to be the public's trusted source of information about radiology and the unique and vital role of radiologists in healthcare.

When these guidelines are met and the arrangements prove to further *RadiologyInfo.org's* purpose, avoid conflict of interest and safeguard *RadiologyInfo.org's* objectivity, *RadiologyInfo.org* will be open to participate in affiliate arrangements.

### **Definition of Affiliate**

*RadiologyInfo.org* Affiliates are organizations that have similar missions to provide or promote high-quality patient care and medical information to the general public.

### **General Principles**

1. Any proposed relationship must be evaluated to ensure that it is driven by a commitment to the general principles established in the mission of *RadiologyInfo.org*.
2. The relationship must preserve and promote trust in *RadiologyInfo.org* by medical professionals, regulatory agencies and the public.
3. The relationship must maintain objectivity with regard to health issues.
4. The relationship should be mutually beneficial with clearly defined and transparent expectations from *RadiologyInfo.org* and from the affiliate.
5. Affiliate websites should have a patient/public information focus or section to provide links to *RadiologyInfo.org*.
6. An affiliate website should not be primarily a commercial or political tool.
7. Affiliates will link to but not otherwise copy or publish content from *RadiologyInfo.org*.

## Affiliation Guidelines

1. **Consistency with *RadiologyInfo.org*'s Mission.** When appropriate and desirable, *RadiologyInfo.org* will participate in affiliate relationships to support activities that further *RadiologyInfo.org*'s objective of educating the public about radiology and the role of radiologists in their healthcare.
2. **Review and Approval.** All *RadiologyInfo.org* affiliate relationships shall be reviewed by the Affiliate Subcommittee of the RSNA-ACR Public Information Website Committee. *RadiologyInfo.org* extends affiliate status only if doing so does not pose a conflict of interest and in no way impacts actual or perceived objectivity of the website. All website content is produced and reviewed by the RSNA-ACR Public Information Website Committee and is independent from the affiliate program.
3. **No Endorsement.** Participation in specific affiliate relationships does not imply *RadiologyInfo.org*'s endorsement of that affiliate's general policies or products, nor does it imply that *RadiologyInfo.org* will exert any influence to advance the affiliate's interests. *RadiologyInfo.org* does not permit use of its logo or name unless it is used with specific and written approval by *RadiologyInfo.org*. *RadiologyInfo.org*, the name and the *RadiologyInfo.org* logo are registered trademarks. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind without the expressed written consent of *RadiologyInfo.org* is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.
4. **No Liability.** *RadiologyInfo.org* does not assume any liability for any claims, damages or costs that any individual or entity might assert because of any act or omission taken based on website content on *RadiologyInfo.org* or that of its affiliates.
5. **Promotion/Marketing.** The affiliate will submit for prior written review and approval any materials bearing *RadiologyInfo.org*'s name or identity in accordance with these principles and guidelines.
6. **Exclusivity.** *RadiologyInfo.org* does not commercially endorse any health or medical products or services.
7. **Scope.** An affiliate relationship with *RadiologyInfo.org* is separate and distinct from any relationship an affiliate may have with our funding organizations, the Radiological Society of North America (RSNA) and the American College of Radiology (ACR).
8. **Oversight.** The RSNA-ACR Public Information Website Committee is responsible for overseeing the enforcement of these principles and guidelines governing relationships with affiliates. The Affiliate Subcommittee is responsible for the implementation of each affiliate relationship in accordance with the above principles and guidelines.
9. **Terms.** These terms are subject to change without notice.