



Commercial Partnership Policy

World Headache Alliance (WHA), a charity registered in England and Wales, welcomes opportunities to work on specific projects in partnership with commercial organizations.

This Commercial Partnership Policy statement will address:

- Partnership agreements
- Endorsement of commercial product or service
- Use and protection of mailing lists
- Gifts of products and in-kind services
- Advertisements in WHA publications
- On pack promotions and cause-related marketing
- Commercial sponsorship
- Competition
- Exclusion of products or services
- Exclusion of companies or other organizations

Partnership

WHA works in partnership with other agencies including other charities. It also has close links with professional bodies, non-governmental organizations and educational institutions. It may take account of views expressed by such partner organizations when making a decision on any corporate partnerships.

Endorsement of commercial product or service

In no circumstance will WHA endorse a commercial product or service by brand name in exclusion to all others, nor would endorsement be implied by any partnership, collaboration or association.

Use and protection of mailing lists

WHA does not rent, sell or distribute names and addresses of those who participate in its programmes in any manner. WHA may distribute material to its member organizations or its user list on behalf of commercial interests. In such cases, WHA controls the distribution and any report or analysis supplied to the commercial interest will not allow identification of individual supporters.

Gifts of products and in kind services

WHA is grateful to accept the gift of products and services where these contribute to the services provided by WHA. Any acceptance of such gifts will be subject to the following conditions:

- products or services must be relevant to people with headache or the work of WHA
- WHA may provide appropriate acknowledgement of gifts in WHA publications, however no advertisements or promotional material will be distributed

- any reference to WHA in promotional material or advertisements must be approved by WHA before publication
- no further obligation on behalf of WHA shall be implied following acceptance of the gift

Advertising in WHA publications

WHA does not accept advertisements in Heads UP, its electronic newsletter, on its website, or in its printed material.

On pack promotions and cause-related marketing

Where the interests of the headache community are well served, WHA will collaborate with commercial interests in on-pack promotions.

In any such collaboration, WHA's registered charity number must appear on all materials in accordance with the requirements of the Charities Act 1992 and other legal requirements must be met. WHA must approve the full text of all on-pack, point of sale and other promotional material.

Commercial sponsorships

WHA actively seeks commercial sponsorship of many of its activities. In return, it endeavours to provide benefits of association to sponsors. In considering proposed sponsorships WHA will apply the policy outlined above. It will also be mindful of the value of its good name and position as one of the principal international non-governmental organizations in the field of headache.

Competition

Where there is competition between commercial interests for a specific sponsorship, timing, exhibition, display space, or any other project, WHA will negotiate and seek to satisfy all parties, but will be guided ultimately by its assessment of the best interests of the WHA and the community it seeks to serve.

Exclusions of products or services

Certain products and services are excluded from any association with WHA. These are tobacco products and any other product or service which WHA considers may be injurious to the health or well-being of people with headache disorders or against their best interests. This exclusion refers to market research, gifts, advertising, sponsorship, exhibitions, displays and promotion of any kind. WHA reserves the right to refuse any association without explanation.

Exclusion of companies or other organisations

Individual companies, groups of companies or other organisations may be excluded from association with WHA if the charity deems an association to be inappropriate because of the policies or perceived practices of the company, group or organisation.

The World Headache Alliance reserves the right to decline or curtail any association with commercial interests without explanation.

Review of the policy statement

Trustees will keep the policy statement under review, and, where they decide there is need to revise or replace the policy statement, they must do so. WHA's Commercial Partnership policy will be reviewed annually.

Compliance with the policy statement

WHA will ensure that all its commercial partnerships comply with this policy. IN addition, WHA will circulate this policy statement to its members and encourage member organizations to adopt practices in keeping with the policy outlined above.

Acknowledgement:

This policy was developed, in part, from Migraine Action Association Sponsorship Policy, the Charity Act 1992 and.....

With the change on exclusions, accept by x:x.