



Hope through Research • Education • Advocacy

POLICY ON CORPORATE RELATIONSHIPS

Parkinson's Disease Foundation® (PDF®) enjoys diverse productive relationships with corporations, including those in the pharmaceutical and biotechnology industries. Their products and services can help people with Parkinson's, our primary constituency. Their communications channels can help promote the information and education that our constituency needs. And their philanthropy can help PDF advance its own programs of research, education and advocacy.

For these and other reasons, PDF welcomes strong, creative and productive relationships with corporations and other entities. At the same time, we recognize that maintaining the highest level of trust with our main communities – patients, families, scientists and individual donors – requires that we promulgate and adhere to the highest standards of integrity and independence in our corporate relationships.

Specifically, in any and all relationships that Parkinson's Disease Foundation maintains with pharmaceutical, biotechnology and other corporations, PDF will adhere to the following principles:

Ultimate Control by Parkinson's Disease Foundation, Inc.

1. In order to assure fidelity to its charitable purposes, PDF will always reserve to itself total control and final decision-making over all products and activities that are commissioned under its name, and will accept no conditions from corporate or other sponsors on the nature or content of these products or activities;

No Endorsements of Products or Services

2. PDF shall never publicly endorse a commercial product or service, nor shall it permit its names, brands or logos* to be included in the corporate advertising or marketing of any commercial sponsor, whether or not the sponsor has any financial or other relationship with PDF.

No Licenses of Names – Control over Use of Names

3. PDF will not license its names, brands or logos to any sponsor and shall always reserve the right to review and approve the manner in which a sponsor plans to refer, in its own public relations and marketing activities, to any of the PDF names, brands or logos;

Quality and Integrity Essential to Corporate Relationships

4. PDF will not solicit or accept financial or other support from a company whose reputation, products or marketing strategies violate PDF's own standards of quality, integrity and social vision;

Avoidance of Conflicts of Interests

5. PDF shall continuously monitor the relationships that may exist between corporations and its own representatives – staff, Board members, scientific advisors and others – to ensure that none of these present conflicts of interest, whether real or apparent, with sponsors or other potential donors;

Promotion Based on Merit Rather Than Compensation

6. PDF will never promote a commercial product or service to its community simply by virtue of a particular sponsorship opportunity. This shall not be taken to prohibit PDF from providing information on a product or service that it believes, in its own best judgment, has relevance and utility to its community – whether or not the manufacturer or provider has supported PDF financially;

Disclosure of Financial Support

7. In any and all cases in which PDF receives financial support from a commercial sponsor, the nature of this support shall be thoroughly and completely disclosed;

Sponsorship Recognition

8. PDF expects to recognize corporate financial support and sponsorship in appropriate ways. This can take such forms as giving public credit to the donor for an “unrestricted educational grant,” and, in some cases (e.g., the Gala journal) providing recognition pages designed by the donor and approved by PDF.

Fair Treatment of Corporate Sponsors

9. In its dealings with potential or existing corporate sponsors, PDF shall ensure that all are treated fairly and equitably;

Above all, PDF will always strive to avoid entering into any relationship with a corporation that would in any way suggest that its commitment to patients, families and professionals – its primary communities – can be traded for financial support or other favors from corporate or other sponsors.

This policy was adopted the Board of Directors of the Parkinson's Disease Foundation (PDF) on September 24, 2007.