

## ISHLT POLICY GOVERNING THIRD PARTY EBLASTS

### A) eBlasts Sent To ISHLT Annual Meeting Registrants

- 1) ISHLT will sell eBlasts to interested commercial entities, healthcare institutions and organizations, membership organizations, and charitable organizations which are either exhibiting at the Annual Meeting or providing commercial or promotional support for the Annual Meeting.
- 2) The fee for such will be established annually by ISHLT staff.
- 3) All eBlasts will be distributed by a third party provider to ensure compliance with current and future regulations governing email marketing.
- 4) Email addresses of registrants will not be provided to the sender of the eBlast.
- 5) The final copy of all eBlasts must be pre-approved by ISHLT staff.
- 6) All eBlasts must be determined by ISHLT staff to be relevant to the interests of ISHLT Annual meeting delegates and in compliance with ACCME and other accrediting body policies.
- 7) ISHLT retains the right to refuse to approve any eBlast without reason or cause.
- 8) Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **“This is an independent event and is not an official part of the ISHLT Annual Meeting and Scientific Sessions.”**

### B) eBlasts Sent To ISHLT Academy Registrants

- 1) ISHLT will sell eBlasts to interested commercial entities, healthcare institutions and organizations, membership organizations, and charitable organizations which are providing commercial or promotional support for an ISHLT Academy.
- 2) The fee for such will be established annually by ISHLT staff.
- 3) All eBlasts will be distributed by a third party provider to ensure compliance with current and future regulations governing email marketing.
- 4) Email addresses of registrants will not be provided to the sender of the eBlast.
- 5) The final copy of all eBlasts must be pre-approved by ISHLT staff.
- 6) All eBlasts must be determined by ISHLT staff to be relevant to the interests of ISHLT Academy delegates and in compliance with ACCME and other accrediting body policies.
- 7) ISHLT retains the right to refuse to approve any eBlast without reason or cause.
- 8) Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **“This is an independent event and is not an official part of the ISHLT (name of Academy).”**

### C) eBlasts Sent To ISHLT Members

- 1) ISHLT will sell eBlasts to interested healthcare institutions and organizations, membership organizations, and charitable organizations if such eBlasts are regarding a service, program, or educational activity of potential interest to ISHLT members, as determined by ISHLT staff
- 2) ISHLT will sell eBlasts to interested commercial entities if such eBlasts are regarding a service, program, or educational activity of potential interest to ISHLT members, as determined by ISHLT staff
- 3) ISHLT will not sell eBlasts regarding any commercial product or service
- 4) The fee for such will be established annually by ISHLT staff.
- 5) All eBlasts will be distributed by a third party provider to ensure compliance with current and future regulations governing email marketing.
- 6) Email addresses of registrants will not be provided to the sender of the eBlast.
- 7) The final copy of all eBlasts must be pre-approved by ISHLT staff.

- 8) All eBlasts must be relevant to the interests of the ISHLT membership as determined by ISHLT staff.
- 9) ISHLT retains the right to refuse to approve any eBlast without reason or cause.
- 10) Event announcements and/or invitations must include the following text placed prominently and printed in a size large enough to be easily read: **“This is an independent event and is not an official part of the ISHLT (name of activity).”**

**D) eBlasts Sent To ISHLT Non-Members**

- 1) ISHLT will not sell eBlasts for distribution to Non-Members other than as described in A and B above.

**E) eBlast Exchange**

- 1) ISHLT will provide a complimentary eBlast to another medical professional society of patient organization in exchange for that organization providing a complimentary eBlast to ISHLT.
- 2) The decision to engage in such an exchange is at the discretion of the ISHLT staff.
- 3) All eBlasts will be distributed by a third party provider to ensure compliance with current and future regulations governing email marketing.
- 4) Email addresses of registrants will not be provided to the sender of the eBlast.
- 5) The final copy of all eBlasts must be pre-approved by ISHLT staff.
- 6) All eBlasts must be determined by ISHLT staff to be relevant to the interests of ISHLT members and in compliance with ACCME and other accrediting body policies.
- 7) ISHLT retains the right to refuse to approve any eBlast without reason or cause.