

# Corporate Sponsorship Code of Conduct



Canadian Association of Radiologists  
L'Association canadienne des radiologistes

# Corporate Sponsorship Code of Conduct

The CAR has successfully managed regular accredited education programs for its members for over 50 years. These programs, which include the Annual Scientific Meeting (ASM), are supported by the CAR's industry partners and sponsors. The high quality of the education offered during this meeting is enhanced by the ongoing support of those within the industry, making our meeting the best and largest radiology event in Canada. The CAR is grateful for the ongoing support of industry stakeholders.

This Code of Conduct provides guidelines for all corporate sponsors to ensure the highest standards of ethical behavior and integrity in all Canadian Association of Radiologists (CAR) sponsorship activities. It is meant to create a consistent and reliable environment that respects all parties involved.

We developed the Code of Conduct in referencing Medtech Canada and Innovative Medicines Canada's codes of ethics. CAR-accredited education is governed by the standards set out by the Royal College of Physicians and Surgeons of Canada. The CAR has also consulted with other major national specialty societies in Canada as well as the Radiology Society of North America.

According to Innovative Medicines Canada's Code of Ethical Practices, the purpose of continuing health education is to provide programs for health care professionals that follow content development and ethical guidelines, having received accreditation from a professional organization such as the Royal College of Physicians and Surgeons of Canada. The CAR education events adhere to the Royal College's standards.

## 1. Ethical Standards

- 1.1 Sponsors should abide by all applicable laws, regulations, and ethical norms in the execution of their sponsorship responsibilities.
- 1.2 Sponsors should respect human rights, diversity, and avoid any form of discrimination.
- 1.3 Sponsors should demonstrate honesty and integrity in all activities, ensuring that their actions do not damage the reputation of the CAR.
- 1.4 In line with Innovative Medicines Canada's policy (section 9, page 43), the CAR supports the principle of disclosure by health care professionals of any financial or any other material affiliations to its industry members.

## 2. Transparency and Accountability

- 2.1 Sponsors must be transparent in their intentions and honest in their actions throughout the sponsorship process.
- 2.2 Sponsors must ensure that their financial contributions are used as agreed upon in the sponsorship agreement.
- 2.3 Sponsors may be asked to provide appropriate and necessary documentation as proof of their actions and intentions.

## 3. Respect for the CAR

- 3.1 Sponsors should respect the independence and mission of the CAR.
- 3.2 Sponsors should avoid any actions that may conflict with the interests or values of the CAR.
- 3.3 Sponsors should engage in respectful dialogue and cooperative interaction with the CAR.

## 4. Social Responsibility

- 4.1 Sponsors should commit to responsible and sustainable business practices.
- 4.2 Sponsors should consider the environmental, social, and economic impact of their business activities and strive to make a positive contribution.



## 5. Sponsorship Promotion

- 5.1 Sponsors should be truthful and accurate in all promotional activities related to the sponsorship.
- 5.2 Sponsors should ensure their promotional activities are in line with the CAR's policies and values.
- 5.3 Sponsors should not use the CAR's logo, brand, or other intellectual properties without proper authorization. According to the Medtech code of Conduct (section 5.3) companies themselves may provide meals and refreshments for healthcare professionals, healthcare institution and government official attendees, but only if it is provided in a manner that is also consistent with the Code of Conduct guidelines (modest in value, subordinate to the overall educational component of the conference/event) and applicable laws.
- 5.4 Sponsors shall not hold or promote events that conflict with CAR events without proper authorization.
- 5.5 Sponsors will not use CAR social events or education sessions to promote their products and services. According to Medtech Canada's Code of Conduct (section 5.3), companies themselves may provide meals and refreshments for health care professionals, health care institutions and government official attendees, but only if they are provided in a manner that is also consistent with the Code of Conduct guidelines (modest in value, subordinate to the overall educational component of the conference or event) and applicable laws.
- 5.6 Sponsors will not reach out to CAR leadership/Board of Directors for networking purposes **outside of CAR sanctioned events and initiatives**. The CAR will implement a two-week blackout period before its annual scientific meeting.
- 5.7 Sponsors are not permitted to tag the CAR on social media or other forms of communication without prior approval from the organization.
- 5.8 According to Innovative Medicines' policy, their members should not sponsor an event organized by an individual health care professional ("HCP") or any entity controlled in fact by the individual HCP, their family member, legal representative or agent.

## 6. Conflict Resolution

- 6.1 Sponsors should strive to solve any conflicts or issues with the CAR in a professional and respectful manner.

Non-compliance with any aspects of this Code of Conduct may result in a review and potential termination of the sponsorship agreement and impact future opportunities to work with the CAR. It is expected that all sponsors commit to this Code of Conduct as part of their partnership with our organization. By working together under these principles, we can create a mutually beneficial relationship that advances our shared objectives. It should be noted that industry also adheres to a set of guiding principles medical technology promotion in Canada. Referenced below is both the Medtech Canada and Innovative Medicines of Canada Codes of Conduct.

By signing this document you agree to adhere to all principles listed within.

Signature

Name

Date

Medtech Canada  
Code of Conduct

Innovative Medicines of  
Canada Code of Conduct

Royal College  
Specialty Standards