

AOQ Advertising and Sponsorship Policy

SCOPE

This policy applies to all advertising and sponsorship carried by or provided to AOQ Ltd, regardless of whether it is purchased or complimentary or provided in exchange for other benefits to AOQ Ltd.

Other policies that may be relevant to this policy are the:

- Conflict of Interest Policy
- Information Privacy Policy

PURPOSE

This policy has been developed to ensure moral and positioning integrity in the way that AOQ Ltd. presents to the membership and general public.

POLICY

To further our mission "*To provide leadership in quality that drives a strong, competitive Australia*", AOQ Ltd. may accept advertising and sponsorship under the following policy guidelines.

AOQ Ltd. will refuse any advertisement that we believe is incompatible with our mission.

The presence of an advertisement on our website or in one of our publications does not imply endorsement of the advertised company or product. Advertisers and sponsors must not make unsubstantiated claims or suggest that AOQ Ltd has endorsed a product.

AOQ Ltd. maintains a distinct separation between advertising content and editorial content. All advertising content on the AOQ Ltd. website or in one of our publications is clearly identified as an advertisement. Sponsored areas of the website shall be identified as such, and the sponsoring organizations shall be identified.

Advertising may be placed adjacent to editorial content related to advertiser or sponsor interest, and also may be targeted to users by using non-personal data. Our sponsors and advertisers shall comply with the AOQ Ltd Information Privacy Policy, and will not collect any personally identifiable information from our site visitors while they are on the AOQ Ltd website unless permission is given by that visitor.

All advertisements shall be purchased at the rates approved by the Board, unless alternative arrangements are approved in advance by the Board. The Board may at its discretion approve advertising discounts for Members. When advertisements are purchased, the membership entity and the advertising entity should be the same: an individual Member cannot place advertisements for a company's products and claim a member discount. Some discretion can be applied to this; for example in the case where the Member is the only employee of the company.



President

END