

Councils and Committees Compliance and Confidentiality Agreement

The DMA promotes the role, rights and responsibilities of advertising, to which:

- The DMA is committed to competition law compliance.
- All meetings must avoid areas that might fall foul of competition law.
- The guiding principle for DMA council meetings and activities is that whatever action or policy is discussed it is up to each member individually to take their own advice and to decide what steps it will take in any trading relationship
- Any data supplied to the DMA by members for benchmarking exercises will be retained on a confidential basis.
- The chair will halt any discussion that is in danger of breaching competition law.

I agree, in my capacity as a participant of a Council or Committee of The Data and Marketing Association Limited (DMA), not to divulge any confidential information that I have acquired in said capacity to any other person or business.

I acknowledge that any commercially sensitive or confidential information I acquire for the purposes of DMA research, events, or any other activity in my position is for the purposes of completing Council or Committee activities and should not be used for any other purpose outside of the Council or Committee.

In breach of this Compliance and Confidentiality Agreement, I accept that my membership of the Council or Committee may be terminated forthwith.

This Compliance and Confidentiality Agreement supersedes all previous confidentiality agreements relating to my membership of any Council or Committee of The Data and Marketing Association Limited.