



Ethical Marketing Practices Policy Statement

The CIRB Code of Ethics includes the following Ethical Marketing Practices article:

CIRB members commit to observing ethical marketing practices in their business development activities and communications with clients and others.

In this context, "marketing practices" refers to all promotional, informational and persuasive activities by CIRB member companies, the effect of which is to influence sponsors, or other organizations to purchase and/or use services offered by CIRB members.

1. All claims should be reliable, accurate, truthful, informative, balanced, up-to-date, capable of substantiation and in good taste.
2. Claims should not contain misleading or unverifiable statements or omissions or cast unfair aspersions on competitors, sponsors, researchers, or others.
3. No CIRB member shall guarantee approval of any research submitted for ethical review in any form or manner.
4. No CIRB member shall appropriate or otherwise use or reproduce logos or other identifiable images belonging to governmental agencies or private entities that may confer implied endorsement in any marketing materials or communications without the express written consent of the agency or private entity.
5. No CIRB member will use images or statements from prominent or potentially influential individuals that imply endorsement or recommendation of the CIRB member services without express consent of the individual.