



Atlanta Quality Assurance Association
**Guidelines for
Corporate Sponsors and Their Employees**
Adopted November 13, 2001
Last Updated February 25, 2014

Introduction

This document describes the ethical guidelines for companies who wish to purchase corporate sponsorships of the **Atlanta Quality Assurance Association (AQAA)**. In addition, it specifies the ethical guidelines for the employees of those companies who are approved to be corporate sponsors. The first part of this document lists the benefits of corporate sponsorship that a company can expect to receive once sponsorship has been accepted and approved. In becoming a sponsor, the Corporate Sponsor agrees that these guidelines are relevant and applicable to their company, in that they are consistent with the Corporate Sponsor's quality goals.

The second part of this document lists the guidelines for the company. The third part of the document lists the guidelines for the employees of the sponsoring companies. This is a copy of the guidelines from the Quality Assurance Institute.

Part I. Understanding of the AQAA Sponsorship:

The **monthly** AQAA corporate sponsorship program will ensure that:

- The corporate sponsor's logo is displayed at the monthly meeting
- The corporate sponsor's logo appears on the www.aqaa.org website for the month of sponsorship
- The corporate sponsor's logo appears in our monthly newsletter for the month of sponsorship
- The corporate sponsor is to distribute to AQAA the logo one month prior to their begin date of sponsorship in .gif or .jpg format. AQAA reserves the right to resize the logo.

The **annual** AQAA corporate sponsorship program will ensure that:

- The corporate sponsor will have the right to use the AQAA logo

- The corporate sponsor's logo will appear on some of our social media updates (LinkedIn and Twitter)
- The corporate sponsor's logo is displayed at the monthly meetings
- The corporate sponsor's logo appears on the www.aqaa.org website for the year of sponsorship
- The corporate sponsor's logo appears in our newsletter for year of sponsorship
- The corporate sponsor is to distribute to AQAA the logo one month prior to their begin date of sponsorship in .gif or .jpg format. AQAA reserves the right to resize the logo

Part II. AQAA Corporate Sponsor Guidelines

Sponsors of the AQAA are expected to abide by the AQAA code of Ethics on the following topics:

Organizational Relationships

- Corporate Sponsors will be aware of how their behavior may influence or impact the behavior of others in organizational relationships.
- They will not demand, encourage or apply coercion to obtain unethical behavior in their relationship with AQAA members
- They will exercise prudence in the use of information acquired in the course of their interaction with AQAA members. They shall not use confidential information for any personal or company gain, nor in any manner that would be contrary to law or detrimental to the welfare of their organization
- Apply confidentiality and anonymity in professional relationships with regard to privileged information
- They shall be ever mindful of their obligation to maintain the high standards of competence, morality, and dignity promulgated by this code of ethics

Responsibilities of the Corporate Sponsor

- Corporate Sponsors must accept responsibility for the consequences of their activities and make every effort to ensure that their decisions, recommendations and professional conduct are guided by:
 - The accurate representation of their products and services
 - The active support, practice and promotion of this Code of Ethics
- Corporate sponsor acknowledges that sponsorship is not an endorsement of sponsors products or services and agrees not to make any such claims or representations in its advertising or communications



Part III. AQAA Corporate Sponsor's Employees Guidelines

Corporate Sponsors will promote a working environment which encourages their Employees to support the Code of Ethics listed below:

- Exercise honesty, objectivity, and diligence in the performance of their duties and responsibilities.
- Exhibit loyalty in all matters pertaining to the affairs of their organization or to whomever they may be rendering a service. However, they shall not knowingly be party to any illegal or improper activity.
- Not engage in acts or activities which are discreditable to the profession of information services quality assurance or their organization.
- Refrain from entering any activity that may be in conflict with the interest of their organization or would prejudice their ability to carry out objectively their duties and responsibilities.
- Not accept anything of value from an employee, client, customer, supplier, or business associate of their organization that would impair or be presumed to impair their professional judgment and integrity.
- Undertake only those services that they can reasonably expect to complete with professional competence.
- Be prudent in the use of information acquired in the course of their duties.
- They shall not use confidential information for any personal gain nor in any manner that would be contrary to law or detrimental to the welfare of their organization.
- Reveal all material facts known to them that, if not revealed, could either distort reports of operation under review or conceal unlawful practices.
- Continually strive for improvement in their proficiency, and in the effectiveness and quality of their service.
- In the practice of their profession, shall be ever mindful of their obligation to maintain the high standards of competence, morality, and dignity promulgated by this code of ethics.
- Maintain and improve their professional competency through continuing education.
- Cooperate in the development and interchange of knowledge for mutual professional benefit.
- Maintain high personal standards of moral responsibility, character, and business integrity.

Any AQAA sponsor found to be in violation of any provision of this Code of Ethics may have its sponsorship suspended or revoked.