

CODE OF CONDUCT

This Code of Conduct outlines the principles and guidelines for the partnership between Party 1 (MHP Group) and Party 2 (Medical Journalists' Association). It is designed to ensure transparency, balance, and integrity in all interactions and collaborations between the parties, maintaining the highest professional standards while preserving journalistic ethics. Both parties agree to adhere to this code throughout the duration of the Partnership.

1. Transparency and Disclosure

- All media briefings, advisory opportunities, and related activities must be conducted with full transparency.
- Party 1 and Party 2 will clearly disclose the purpose of any engagement, including whether it is on-the-record or off-the-record, and if the journalists will be financially compensated for advisory roles by Party 1's clients.
- Any conflicts of interest must be declared by all participants, including Party 1 staff, clients, and guest speakers.
- Journalists who receive compensation for participating in advisory boards will have this disclosed to them upfront.

2. Editorial Integrity and Independence

- Party 2 members will retain full editorial independence in all briefings and engagements, whether participating in on-the-record or off-the-record briefings or advisory opportunities.
- Party 1 will not seek to influence the editorial content produced by Party 2 members, aside from providing relevant information, insights, and access to spokespeople.
- All material shared during briefings and advisory boards must be scientifically robust, fact-checked, and relevant. Party 1 will not promote or facilitate the dissemination of misleading or unverified information.
- Party 2 will retain editorial control of the media briefings and the person chairing the briefing will not be constrained on questions they can pose to media briefing panels.
- Party 2 reserves the right to decline the offer of a media briefing if it feels it is not sufficiently newsworthy, relevant to its members or does not meet the standards set out in this code of conduct.

3. Balance and Fairness

- Party 1 and the Party 2 will work together to ensure that media briefings to Party 2 members represent a balanced view.
- At the request of Party 2, media briefing panels can also include independent experts selected by Party 2.
- Party 1 will encourage clients to engage in discussions with a focus on transparency and balance, allowing journalists access to both sides of any contentious or evolving issues.

4. Commitment to Professionalism

- All participants, including Party 2 members, Party 1 staff, clients, and third-party spokespeople, will maintain professional conduct during any interactions. This includes respect for confidentiality agreements, journalistic integrity, and industry standards.
- Party 1 and Party 2 will ensure that all events are organised and conducted in accordance with the highest ethical standards of the journalism and communications industries.

5. **Confidentiality**

- Off-the-record briefings must respect the confidentiality agreed upon during the briefing. Party 2 members should not use or disclose information shared in off-the-record settings unless agreed upon by all parties.

6. **Grievance and Dispute Resolution**

- In the event of any concerns or grievances regarding the conduct of either party, both Party 1 and the Party 2 commit to addressing these issues in a timely, constructive manner.

8. **Annual Review**

- This Code of Conduct will be reviewed annually to ensure it remains relevant, with both parties committing to revisiting its terms as needed based on the evolving media landscape and ethical standards.

By adhering to these principles, Party 1 and Party 2 will foster a mutually beneficial, ethical, and professional partnership that upholds the values of both organisations while delivering meaningful opportunities for both clients and journalists.