



Code of Conduct

It is important that all AAPL members, consultants and vendors/sponsors, uphold the noble efforts of insuring members' right to privacy, confidentiality, and prevention from misusing member personal and contact information. Below is a Code of Conduct identifying expectations of ALL AAPL members, consultants and vendors/sponsors. AAPL reserves the right to terminate any members' rights deemed to be intrusive, self-promoting, privacy-infringing, or aggressively sales-oriented. AAPL also reserves the right to edit or delete posted messages we consider inappropriate or self-promoting.

All AAPL members, consultants, vendors/sponsors, and event attendees should:

- Respect the rights, including privacy and confidentiality of members and others served by the association
- Help create a culture that promotes honesty and integrity
- Refrain from self-promotion of any individual, company, product or service
- Focus on networking and sharing of ideas
- Not engage in corporate, company, or hospital marketing activities on AAPL social media channels or website
- Refrain from sales and marketing activities at AAPL Conferences unless they, their hospital, health system, or company support AAPL as an officially recognized vendor with reserved booth space
- Feel welcome and encouraged to participate (members only) on various AAPL committees, and shall refrain from any issue or task that may be seen as a conflict of interest or as self-promotion
- Not record, procure, or utilize AAPL member emailing addresses or phone numbers available through the AAPL website, AAPL Online Membership Directory or a link providing access thereto through general AAPL membership correspondence for sales or marketing purposes Direct use of the AAPL contact information and emails for group messaging is strictly prohibited, if that information was procured through the AAPL website or AAPL membership online directory
- Utilize AAPL headquarters to coordinate any emails blasts offered, purchased or requested by a member or company based on AAPL advertising, sponsorship, and promotional guidelines
- Only share information that is educational in nature with other AAPL members and avoid any selling or recruiting outside of the official conference exhibit hall and vendor area
- Only post AAPL-relevant topics and subject matter to AAPL social media channels
- Conduct themselves, their postings, and their communications in a manner that is best for the overall AAPL community

All AAPL members, consultants, vendors/sponsors, and event attendees must participate in the organization in a manner consistent with these principals, confidentiality, and privacy standards that are outlined in our code.