



## Code of Conduct - Promotion of nutritionDay worldwide by external promoters

nutritionDay (nDay) and the European Society for Clinical Nutrition and Metabolism (ESPEN) are thankful for any support and promotion of nutritionDay by scientific or non-scientific supporters (promoters). Please observe the following terms and conditions for promoting nutritionDay:

Promoters declare to always observe copyrights, intellectual property rights and ownership of data and material provided on the nutritionDay website. They also declare to always keep promotion material and the promoting website updated.

Please be so kind and inform nutritionDay and ESPEN about national campaigns in which nutritionDay is promoted. This procedure comprises all online and printed promotion material (e.g. online promotion material, press releases, leaflets, roll ups, ...).

### **During the entire campaign the following terms and conditions have to be observed for online and printed promotion material:**

1. On the homepage of the promoting website nutritionDay has to be declared as a non-profit organisation which is supported by scientific and academic partners.
2. On the homepage of the promoting website nutritionDay as well as the main sponsor and all partners of nutritionDay shall be visualized by their logos. As main sponsor the European Society for Clinical Nutrition and Metabolism (ESPEN) and as partners the Medical University of Vienna (MUW), the Austrian Society for Clinical Nutrition (AKE) and the Friedrich Alexander University Erlangen Nuremberg (FAU) have to be indicated. Logos can be obtained from the nutritionDay office.
3. On the homepage of the promoting website logos of the respective national clinical nutrition society, governmental organisations & academic institutions may be indicated together with the logos of nutritionDay and with the above mentioned nutritionDay sponsor/partners without prior approval.
4. Project sponsor/partners (ESPEN, MUW, AKE and FAU), national societies of clinical nutrition and governmental organisations should be clearly separated to logos of all other entities and companies of the local campaign. This applies to both, online and printed promotion material.
5. Use of nutritionDay logo by industry on marketing material requires separate authorisation by nutritionDay.
6. On the homepage and in the contact section of the promoting website a link to the official website [www.nutritionday.org](http://www.nutritionday.org) has to be indicated.
7. Main contact of nutritionDay (official website, nutritionDay office contact person, email, telephone number) has to be indicated in the "contact" section of the promoting website.



The country's national coordinator has to be informed of the campaign and shall be indicated as additional contact if desired by ESPEN and nutritionDay.

8. nutritionDay discourages the use of pictures, photographs and icons which are provided on the nutritionDay website since they might be protected by third party copyright.

Important note: The most recent and valid version of all nutritionDay project material is only available for download directly from the nutritionDay website. Project material should be available for direct download and thus not from a promoting website. Material on the promoting website may be different from the actual database and will be prone to errors. Please ensure that the most recent questionnaires are provided on the promoting website. Questionnaires are preferably downloaded from the website: <http://www.nutritionday.org/en/30-languages/index.html>.

The promoters shall therefore follow the following points:

9. For registration, code ordering, data entry and report download the visitors of the promoter's website shall please be re-directed to the relevant sections of the nutritionDay website.
10. In case the website is intended as permanent promotion website the promoters have to commit to keep the website updated (date of nutritionDay, information provided, links to the nDay website). For this purposes the promoters accept to subscribe for the regular nutritionDay newsletter and check links and information of the promoting website on a regular basis.
11. We encourage to use and translate the nutritionDay newsletter updates, facebook postings but ask you to please indicate the source of the material.

The copyright of the questionnaires has to be observed. People who assist with the translation of the questionnaires are entitled to be named in the copyright of the questionnaires. People who assist with the translation purposes are acknowledged on the nutritionDay website in the section "network". On all questionnaires the copyright has to declare "© Hiesmayr/Schindler (ESPEN, AKE Austria)".

**Code of Conduct agreed on by the nutritionDay Supervisory Board and the nutritionDay Executive Board on the 21<sup>st</sup> July 2015.**