

POINT OF CARE MARKETING ASSOCIATION ANTITRUST COMPLIANCE POLICY

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It is the policy and practice of The Point of Care Marketing Association (POCMA) to conduct all of its meetings and activities in strict compliance with applicable federal and state laws. Because POCMA members are often competitors, it is particularly important to comply fully with U.S. federal and state antitrust laws. Antitrust laws seek to preserve and promote competition and to deter anticompetitive conduct.

POCMA is committed both to strict compliance with the antitrust laws and to the avoidance of any appearance of improper or anticompetitive conduct. All meetings of the Board of Directors and, as well as committee meetings, will be monitored by trained POCMA staff or counsel. To avoid subject matter or discussions which might be construed as anticompetitive, meeting agendas and minutes will be reviewed by trained POCMA staff or counsel. POCMA has retained counsel to assist in addressing antitrust questions, if any, which may arise.

Violations of the antitrust laws can result in heavy penalties for both companies and individuals. These penalties include treble damage awards, heavy fines, and injunctions. Individuals may be subject to criminal prosecution. It is therefore incumbent upon everyone participating in POCMA activities to avoid subject areas and discussions which might be construed as anticompetitive.

Individuals who participate in POCMA activities should read and abide by the following rules:

1. There should be **no** discussion of prices, one's own or those of a competitor, or of any factors which might affect prices such as discounts, margins, or sales terms.
2. There should be **no** discussions regarding allocations of territories, markets or customers.
3. The Council will **not** develop standards or practices which restrict the business of any firm or individual.
4. Individuals will **not** engage in discussion or conduct at social events incidental to POCMA meetings, which would not be proper at the meetings themselves.
5. If any subject with any anticompetitive implication or appearance is raised at any POCMA meeting, persons attending the meeting should object immediately to a POCMA staff person or council and request that the subject be dropped.
6. No POCMA sponsored meeting will begin until its agenda has been reviewed by counsel or trained POCMA staff.
7. Minutes of each POCMA meeting and committee meeting shall be reviewed and approved by trained POCMA staff or by counsel.

8. Speakers at POCMA meetings shall comply with these guidelines. Where a speaker intends to address a topic dealing with economics, business practices, or product or service standards, a prepared text of the speaker's presentation shall be reviewed by trained POCMA staff or counsel in advance of the meeting. If there is no prepared text, the speaker will provide an outline of the presentation **and** will discuss with POCMA staff or counsel how that outline will be developed.
9. Any research or standard setting activities of POCMA will be conducted with monitoring by legal counsel and with full opportunity for participation by both members and non-members of POCMA.
10. Criteria for membership are set forth clearly in the POCMA bylaws. No one will be denied membership except in accordance with the bylaws.
11. Except for the obligation to comply with POCMA's antitrust guidelines and rules, there shall be no agreement to adhere to any POCMA standard, guideline or rule. Each Council member shall be free to follow or reject any POCMA standard, guideline, rule, or policy, as it sees fit.

A fundamental purpose of POCMA's meetings and conferences is to improve competition and to facilitate competitive marketing. Adherence to these guidelines will facilitate that purpose.

Approved by the POCMA Board: January 31, 2022