



PARTNERSHIP GUIDELINES

MediaSmarts partnerships are based on a mutual commitment to digital media literacy and strong, clear guidelines that safeguard the independence and integrity of MediaSmarts programs. These partnership guidelines have been developed and approved by MediaSmarts' Board of Directors, which includes representatives from academia, industry and civil society organizations.

1. Partnership identification on MediaSmarts' website will be noted on the [Home Page](#) and [Corporate Partnerships Page](#). In the case of project-specific partnership, partner recognition will be incorporated into project materials as appropriate.
2. Partnership acknowledgment will promote the partner's corporate name and will not include reference to any specific product or service.
3. MediaSmarts' recognition of, and thanks to, partners will not be included in any materials produced for children or youth.
4. Partners are welcome to publicize their general support of MediaSmarts in their corporate promotion vehicles as a demonstration of their contributions to digital media literacy, good citizenship and community service. This does not apply to any promotional materials, online or off, that are targeted to children or youth. Companies are not permitted to directly link their support of MediaSmarts with the advertising or promotion of any specific product or service.
5. MediaSmarts has sole control of the content of its educational programs and website.
6. MediaSmarts will not endorse any commercial product or service of its corporate partners, nor participate in support of corporate partner's specific interventions related to government or regulatory processes, other than to acknowledge the partner's good citizenship in supporting the work of MediaSmarts, if so requested.

7. MediaSmarts reserves the right to decline partnership from a company whose products or activities, in the view of the Board, have a negative impact on the well-being of children and young people or run counter to the mission of the organization. Application of this guideline would exclude, for example, partnership with manufacturers of alcohol, cannabis, and tobacco products, firearms, sexual devices and pornographic material.

8. Some of MediaSmarts' educational materials are designated for use by the corporate partner. We may also, from time to time, authorize other partners to use some of our materials or content. Partners may distribute these either online or through other print or electronic means to their clients in the form provided by MediaSmarts and/or as adapted by the partner in consultation with MediaSmarts. In all cases, use of our content is governed by the following guidelines adopted by MediaSmarts' Board of Directors:
 - All revisions, adaptations and uses of its materials and content by the partner must be approved in writing by MediaSmarts.

 - The partner is not permitted to include corporate branding, or to advertise or promote any of its products or services in material adapted from MediaSmarts' content where those materials are distributed to, or intended for use by, children or youth.

 - All original MediaSmarts' content and materials must have our copyright clearly indicated using, unless otherwise authorized, the following wording: © MediaSmarts. [www. mediasmarts.ca](http://www.mediasmarts.ca) All Rights Reserved.