



Working with companies statement

The Royal Osteoporosis Society relies on donations to fund its work, and partnerships with for-profit companies can help with the Charity's vision of a future without osteoporosis.

We are proud to be an independent charity which represents the voice of people affected by osteoporosis and broken bones, who are at the centre of all that we do as a charity.

The companies listed on our website as Partners have contributed financially to the furtherance of our charitable objectives. These partnerships do not mean that we directly endorse their services. We consider each potential partnership very carefully and undertake necessary due diligence in line with our ethical policy. The Royal Osteoporosis Society remains a fully independent, impartial and unbiased provider of best practice health advice and support.

The following principles set out how the organisation collaborates with companies, including pharmaceutical companies and medical device manufacturers:

- Any partnership must clearly support and align with our objectives. It must be in pursuit of our mission, with public good, patient benefit and welfare as the primary aims.
- Whenever we partner with a Company we do so with the belief that the partnership will have a positive effect, and be mutually beneficial and of benefit to those with or at risk of osteoporosis and fragility fractures across the UK; that the relationship enhances people's awareness of us and thus they think better of us.
- We strive to abide by the principles of independence, integrity and transparency. To preserve this, the Charity will not recommend or explicitly endorse individual products, medical devices or treatments.
- We will always seek to work with a minimum of two companies per sector, to not give one company competitive advantage. Where this is not possible, for example with new innovations, each proposal will be assessed on a case-by-case basis.
- All partnerships must comply with the relevant guidance set out by the Charity Commission. All partnerships with pharmaceutical companies and medical device manufacturers must comply with the code of practice for the *Association of the British Pharmaceutical Industry* or the *Association of British Healthcare Industries*.

- The level of income the Charity receives from pharmaceutical companies and medical device manufacturers is capped at 15% of total fundraised income per annum. This information is published in our Financial Accounts on our website theros.org.uk.
- Companies applying to work with the Charity will be assessed on an individual basis using a set criteria. Decisions will be made based on available evidence. Reasonable endeavours will be made to understand the relevant background of a company, individual or product before a decision is reached.
- The Charity commits to following a clear process for deciding whether a relationship with a company can be approved. This assures the quality and governance aspects of all applicants.
- It is our policy to assist the media if they approach us for comment about a specific product or service. In this situation, if we feel that the media request is relevant and worth our investment in time, whether that company is a partner or not, we will seek, where possible, to provide an expert, evidence based impartial opinion on that product.
- All advertising must meet all the requirements of the Committee of Advertising Practice (CAP) code and must pass the test set out by the Advertising Standards Authority that "All marketing communications should be legal, decent, honest and truthful and be prepared with a sense of responsibility to consumers and to society."
- The Charity commits to ensuring, its relationships are transparent and honest and all funding, sponsorship or advertising arrangements with companies are clearly defined and recorded.
- Wherever possible, the Charity commits to ensuring our partnerships with companies are governed by relevant legal agreements and contracts.

Our annual income figure is published in our Financial Accounts on our website theros.org.uk.

A list of our Company Partners is available on our website in the interest of transparency.