



## PUBLICITY GUIDELINES FOR VENDORS, CONTRACTORS AND SUPPLIERS

### A. Definitions:

*"Kaiser Permanente"* means the integrated health care delivery organization doing business as Kaiser Permanente, which includes Kaiser Foundation Health Plan, Inc., Kaiser Foundation Hospitals and each of their respective subsidiaries and affiliates.

*"Marks"* means Kaiser Permanente's trademarks, service marks, trade names, and trade dress, including any logos, in any format.

### B. Requirements.

Kaiser Permanente's Marks are valuable assets. Kaiser Permanente actively manages and protects its Marks. These Publicity Guidelines were developed to convey the process by which a vendor may request written authorization to use the Kaiser Permanente Marks, and the minimum requirements for use of Kaiser Permanente Marks by vendors, contractors, and suppliers.

Kaiser Permanente does not grant rights of any kind to any third parties, by implication or otherwise, to use its Marks without specific written authorization. Such authorization is granted by Kaiser Permanente only occasionally and under specific and limited circumstances. Use of the Kaiser Permanente Marks for commercial purposes without the prior written consent of Kaiser Permanente may constitute trademark infringement and unfair competition in violation of federal and state laws.

Specifically, a vendor must adhere to the following requirements with respect to its use of any Kaiser Permanente Marks:

- written approval must be obtained from Kaiser Permanente's National Public Relations & Communications department (via Catherine Hernandez Tirey (Catherine.Hernandez@kp.org), Vice President, Public Relations & Communications), before using any Marks or quotes by a Kaiser Permanente representative in advertising, marketing, or presentation materials, whether written or electronic.
- written approval must be obtained from Kaiser Permanente's National Public Relations & Communications department (via Catherine Hernandez Tirey) before any vendor may quote any Kaiser Permanente representative or use any Marks in any vendor publication, press release, case study, or other public document, whether written or electronic.
- if a vendor is given written authorization to use Kaiser Permanente Marks, then it must adhere to the requirements set forth in such authorization, including requirements to submit final public copy for approval by Kaiser Permanente prior to publication.
- written approval to provide a verbal, non-public reference about a vendor's products or services may be given by the Kaiser Permanente employee with overall authority for the vendor's project or contract. Verbal or written references that are public in nature are not permitted unless written authorization is given by Kaiser Permanente's National Public Relations & Communications department (via Catherine Hernandez Tirey).

If you have any questions regarding these guidelines or a request for approval, please submit your query to Catherine Hernandez Tirey (Catherine.Hernandez@kp.org).