



Duality of Interest Policy

For Board Directors and Officers

The Digital Analytics Association (DAA) recognizes that directors and officers have diverse professional and financial interests. Because of these interests, the board of directors has adopted a policy whereby all directors and officers (collectively referred to as “Members”) must disclose all relationships which may influence the way they carry out their responsibilities. All Members must adhere to this policy to protect the reputation and integrity of DAA. Failure to comply with this policy could result in a real or apparent duality of interest, including personal financial gain,

Disclosures:

DAA understands that certain relationships could lead to actual, perceived or apparent dualities of interest. If you have a significant relationship with a not-for-profit or for-profit organization (collectively referred to as “Organizations”) whose products, services, or businesses are related to the goals of DAA, the relationship(s) should be disclosed to the DAA President. If you are aware of any relationship with an Organization that others might perceive as potentially influencing your objectivity in any DAA matters in which you are involved, please disclose such relationship.

Procedures and Annual Disclosure Form:

Members must file a signed Disclosure Form not less than annually and on such other occasions as requested by the Executive Committee or the board of directors. Disclosure Forms must also be completed and signed at the time of appointment to the board of directors.

Notwithstanding the submission of the Disclosure Form, Members have a continuing obligation to disclose any potential duality of interest for any transaction that affects or may affect DAA. If you have any questions about whether or not there is a duality of interest, whether actual, potential or perceived, you should first address the matter with the Board President. You may be asked to:

- a) Excuse yourself from the meeting for the duration of the discussion. You will be informed when the discussion has ended, and your departure will be noted in the minutes of the meeting.
- b) Remain in the meeting but abstain from participating in any discussion
- c) Participate in the discussion but abstain from voting

The Executive Committee will review the annual Disclosure Form to determine whether any disclosures constitute a duality of interest. The existence of a relationship does not necessarily imply ineligibility to serve, but rather, as described above, that participation in some matters may be modified or avoided or, in appropriate circumstances, discontinued. The board of directors shall have the authority, as it deems appropriate, to make the final decision as to your continuing role and participation in DAA board matters.

***Vision:** A better digital world through data*

***Mission:** Advancing the use of data to understand and improve the digital world through professional development and community.*
