



Fight Bladder Cancer Ethical Collaboration Policy

Position Statement

Fight Bladder Cancer is a patient and carer-led specialist charity for bladder cancer in the UK. An estimated 100,000 men and women live with bladder cancer in the UK. Approximately 21,181 new cases are diagnosed annually in England, Scotland, Wales, and Northern Ireland.

Fight Bladder Cancer is an independent charity. It works across the UK and internationally with the specialist urological medical community, bladder cancer patients and their families to understand and respond to the physical and emotional needs of the bladder cancer community. The charity supports all people affected by bladder cancer, helps to raise awareness, funds medical research and campaigns to influence policy at the highest levels to bring about change in bladder cancer treatment. Fight Bladder Cancer aims to achieve better outcomes and quality of life for those affected.

In this context, Fight Bladder Cancer seeks to work with a range of organisations to support all aspects of its work and, where appropriate, to generate income. Collaborations may include sponsorship agreements, joint ventures, commissions, consultancy, and partnerships. All income-generating activities are conducted to pursue Fight Bladder Cancer's mission statement and values. Income generation is essential to the charity's sustainability and allows us to achieve our goals.

We wish to develop and maintain mutually beneficial relationships with commercial and other health-related organisations without compromising the independence of Fight Bladder Cancer.

fightbladdercancer.co.uk

 BladderCancerUK  @BladderCancerUK

Fight Bladder Cancer is a registered charity in England and Wales (1157763)

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Guiding Principles

- **Maintenance of Independence** Fight Bladder Cancer is meticulous when working with other organisations that its independent status is not compromised in any way. If there is a possibility that this may be placed in jeopardy, we will withdraw from any such initiative.
- **Mutual Respect** Fight Bladder Cancer's collaborations are intended to improve the lives of people affected by bladder cancer. Therefore, both parties must respect the expertise and skills that the other brings to achieving this aim – over any financial benefits.
- **Integrity and Transparency** Fight Bladder Cancer aims to be transparent with other organisations. There must be solid grounds for believing that a formal collaboration will benefit the charity and its work. It should always be explicit what each party brings and gains from a legal relationship. The charity will also be transparent about whom it is working with and the nature of the relationship and work.
- **Shared Goals for Better Optimum Health of Bladder Cancer Patients and Improving the Lives of People Affected by Bladder Cancer** The charity will seek partners whose goals, values and actions promote / or enable good health. Specifically, it will not work with any organisation associated with tobacco or weapons or invest in tobacco or weapons. Each partner will be judged on a case-by-case basis.



Conflicts of Interest

The charity's mission and values help to establish which collaborations are appropriate. Successful partnerships require mutual respect and transparency of benefits. When selecting a new partnership, both parties should ensure no conflicts of interest that cannot safely be managed.

To help ensure potential conflicts of interest, the following approach will be adopted:

- Fight Bladder Cancer gives no guarantee that the deliverables of a partnership will not contain any material that may be disadvantageous to its partner's business or area of work (e.g., research findings will be determined by objective analysis and will not be tailored regardless of whether they support a partner's job or position).
- Speaker places and event invitations are determined by Fight Bladder Cancer entirely on merit and cannot be determined by any formal partnership arrangements.
- Sponsorship will not have direct control over content management, analysis, conclusions, positions, or recommendations made by Fight Bladder Cancer. In the case of partnership projects or joint ventures, the rules of engagement for establishing outcomes must be agreed upon beforehand and should be transparent.
- Fight Bladder Cancer will be open about other collaborations with organisations working in the same areas or sectors and expect its partners' same approach.
- Fight Bladder Cancer will not allow direct access to patients and carers by third parties (other than those generated directly by the collaboration)
- Fight Bladder Cancer will not allow partners to link or imply material benefits for their products through an association with the charity.



Obligations of Partners

- In the event of any matter arising that could significantly adversely affect the partner's standing in the reasonable opinion of the partner, the partner must inform Fight Bladder Cancer as soon as is reasonably practical. Fight Bladder Cancer also must keep the partner informed of relevant information. Fight Bladder Cancer reserves the right to take appropriate action to ensure its reputation is not adversely affected in any way because of such incidents.
- A formal collaboration is considered a business arrangement; therefore, all aspects must be clear and explicit to all parties involved. All agreements are exchanged in writing, and partners are required to endorse and abide by Fight Bladder Cancer's ethical collaboration policy.
- Fight Bladder Cancer should be consulted whenever and wherever partners use its name for internal and external communications. Approval must be sought for any copy produced, which refers to an initiative from Fight Bladder Cancer that is supported/sponsored by a partner organisation.
- At no time can Fight Bladder Cancer's logo be used without express written consent for every occasion.
- At no time can a press release be issued that refers to Fight Bladder Cancer without prior approval.
- Organisational representatives on both sides would be aware of the potential for bias generated through partnerships, which might impinge on professional judgement and impartiality.
- Both parties always commit to confidentiality requirements.

Business Courtesies Partners may not provide, attempt to provide, offer, or solicit anything of value, directly or indirectly, to obtain or reward favourable treatment in connection with any transaction on Fight Bladder Cancer's behalf. Partners must ensure that any business courtesies, tokens of appreciation, meals, invitations to entertainment activities or gifts offered or received cannot reasonably be construed as an attempt to secure unfair preferential treatment.

Neither Fight Bladder Cancer employees nor partners may offer or accept any gift that could be seen as a bribe or an attempt to influence a business relationship improperly. Entertainment activities and facilities should be modest in price and uncommon in frequency. Gifts of cash or cash substitutes are never acceptable. As a general guideline for evaluating whether a business courtesy is appropriate, partners will consider whether public disclosure would be embarrassing to individuals, organisations to Fight Bladder Cancer or any third party.



Intellectual Property and Confidential Information Partners and collaborators are expected to protect Fight Bladder Cancer's intellectual property rights and proprietary and confidential information. Partners must obtain the confidentiality of our proprietary information and keep confidential the data entrusted to them by Fight Bladder Cancer according to this policy and individual agreements, except when disclosure is authorised by Fight Bladder Cancer and mandated by law. Partners must respect Fight Bladder Cancer's intellectual property and may not reproduce or distribute copyrighted materials except according to the terms of any agreements. Partners must observe data privacy standards.

Environmental Fight Bladder Cancer is committed to conducting our business environmentally responsible and minimising its environmental impact. Fight Bladder Cancer takes its partners' impact seriously globally and hopes to influence partners to take responsibility for their resources and energy. At a minimum, collaborators and partners must comply with all laws, rules and regulations relating to the environment.

Raising Concerns Partners and collaborators should report to Fight Bladder Cancer any conduct, including any Fight Bladder Cancer employees or trustees that they believe in good faith to be an actual or potential violation of this policy.

Thank You For Your Support Thank you to all Fight Bladder Cancer partners, sponsors, collaborators, and friends for their attention to these critical issues. Fight Bladder Cancer is committed to working towards mutually beneficial outcomes for all parties, based on the highest level of ethical behaviour, with the overall aim of improving people's lives affected by bladder cancer.

Fight Bladder Cancer would like to acknowledge that this policy draws on NHS Confederation's ethical sponsorship policy, The King's Fund Collaboration Policy, and Macmillan Code of Ethics for Business Partners.