

Advertising Policies and Terms Addendum

NCBC Advertising Policies & Terms

The National Consortium of Breast Centers (NCBC) is committed to maintaining the integrity, privacy, and professional value of its audience. The following policies apply to all advertising and marketing opportunities.

Audience Protection

NCBC's membership and subscriber lists are confidential and proprietary assets of the organization.

Advertisers and agencies may not:

- access or harvest email addresses from NCBC communications
- copy, extract, or build external marketing lists from NCBC communications
- represent NCBC members as part of their proprietary marketing database

NCBC does not sell or release member email lists.

Data Collection and Tracking

NCBC maintains full control over all email communications distributed to its members and subscribers.

Advertisers may include links directing recipients to external websites or landing pages; however:

- embedded tracking pixels or data-harvesting technologies within email creative are not permitted
- cookies or tracking technologies must occur only on the advertiser's external landing pages
- NCBC will provide aggregate performance metrics including email delivery, open rate, and click-through rate.

Content Approval

All advertising content must be approved by NCBC prior to distribution. NCBC reserves the right to decline advertising that does not align with the mission or professional standards of the organization.

Agency Representation

Advertising may be purchased directly by organizations or through marketing agencies acting on behalf of a client.

Agencies must disclose the name of the client advertiser when securing placements.

NCBC reserves the right to communicate directly with the advertiser for campaign coordination and verification.

Right to Refuse Advertising

NCBC reserves the right to refuse or discontinue advertising placements at its discretion.

Performance Disclaimer

NCBC does not guarantee specific performance outcomes including open rates, click-through rates, or lead generation results.