I. Policy Statement
   a. This policy addresses the use and association of MU Health Care names and marks, and that of its entities, or of photographs of patients, personnel or property.

II. Definitions
   a. Not applicable.

III. Process/Content
   a. As established in the University of Missouri (UM) System Collected Rules and Regulations (CRR), the names and/or marks of the University shall not be used for commercial or promotional advertising purposes, nor will the name of the University be identified in any way with the aims, policies, programs, products or opinions of any organization or its members, except as permitted by the UM System President. The CRRs also prohibit employees from using the name of the University or any of its graphic identification symbols to endorse or promote individual enterprises or to otherwise enhance private gain without the written permission of the UM System President.
   b. Accordingly, University of Missouri Health Care (MU Health) prohibits the use of its name, marks, and that of its entities, and/or use of photographs of its patients, personnel or property as follows:
      i. for endorsement, advertising, or other promotion of external services, equipment, drugs, supplies or other products; and
      ii. for association with the views or activities of its employees in any political, commercial or similar activity.
   c. Exceptions will be considered on a case-by-case basis. Formal requests must be submitted in writing to the Public Relations Manager. Input from Legal Counsel and Executive Leadership will be obtained, as appropriate.

IV. Attachments
Title: Corporate Compliance - Endorsement - Policy

a. Not Applicable.

V. References, Regulatory References, Related Documents, or Links
   a. University of Missouri System Collected Rules and Regulations
      i. 170.040 Commercial/Promotional Use of University:
      ii. 330.015 Policy on Conflict of Interest: