



## EASL Media Policy Guidelines for Third Parties

### Introduction

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This document is for scientists, authors, researchers, organisations, companies, sponsors, presenters, exhibitors (and their representatives or any other party acting on their behalf) and others with access to research accepted during an EASL event or related to an EASL publication (hereunder “Third Parties”). The Embargo is a requirement set by the European Association for the Study of the Liver (“EASL”) that the information or news determined by EASL is not published or disseminated until a certain date or certain conditions have been met. Third Parties are required to abide by the EASL Media and Embargo Policy (hereunder “the Policy”). The policy states that authors, presenters and/or their sponsors may not share data or key results from abstracts in any form (print, broadcast or online publication, media release or conference presentation) until this embargo is lifted. Authors, presenters and/or their sponsors may, however, publicise the fact that their abstract has been selected for inclusion in the congress programme before the abstract is officially released. In this context, they may publish the title of their abstract together with the names of the authors and institutions.

EASL believes that the Policy serves Third Parties and the public. It enables Third Parties to be aware of scientific materials ahead of presentation at an EASL event or publication within an EASL journal, to prepare for its release to coincide with the event or publication date/time. This helps to significantly reduce inaccuracies and prevents any unfair advantage. All scientific presentations at an EASL event, including unpublished results presented in any sessions during an EASL event - whether scheduled for oral presentation, poster, or in other forms - are **embargoed until the scheduled start time of the presentation, the start time of the press conference, or the publication of a press release by the EASL**, unless otherwise indicated by EASL.

EASL retains the right to release abstract text and ePosters prior to the scheduled session, in such a case the embargo is lifted at the time of this release. Lead authors are responsible for notifying all authors and other relevant stakeholders - including sponsors - about the Policy.

Breaking of an EASL embargo by any Third Party is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in section 10.



The EASL Office must be informed about Third Party press events organised during an EASL event.

Beyond Embargoed Material detailed above, Third Parties cannot distribute press materials related to EASL events without prior written approval from the EASL Office. Any press material that Third Parties wish to release related to a presentation at an EASL event, must be sent electronically for review by the EASL Office at least two weeks before the dissemination.

## **INDUSTRY PRESS ACTIVITIES AND MEDIA POLICY**

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### **1. OVERALL REGULATIONS**

- Any session organiser or exhibitor taking part in an EASL event must adhere to the present Media and Embargo Policy.
- An EASL Industry Press event is defined as an event organised by Industry in order to communicate with the media during EASL events, including online Congresses and events.
- Anyone who infringes the present EASL Media and Embargo Policy will be subject to EASL penalty policy as outlined in this chapter section 10: “Termination - Breach”.
- Any EASL trademarks and logos are the full property of the European Association of the Study for the Liver (EASL). They cannot be used, reproduced, or associated with any presentation or session without the EASL’s prior approval.

- Session organisers and exhibitors may not disseminate press materials during EASL events, without prior written approval from the EASL Office. Any press materials that session organisers or exhibitors wish to release during an EASL event, and which refer to EASL, must be sent electronically for review by the EASL Office at least two weeks before the event.
- Session organisers or exhibitors are expected to abide by the EASL Media and Embargo Policy and to make sure that any member of staff or any third party acting on their behalf and/or under their authority comply with the EASL Media and Embargo Policy.
- Industry and their PR/Communications agencies are responsible for meeting timelines defined by EASL. Session organiser or exhibitor press materials cannot include the EASL and/or affiliated trademarks or logos without the EASL approval.

## **2. EMBARGO POLICY**

- Press materials subject to this embargo comprise of any EASL related news releases or statements including press releases, summaries, abstracts, findings, etc.
- Authors, presenters and/or their sponsors may publicise the fact that their abstract has been selected for inclusion in the event programme before the abstract is officially released. In this context, they may publish the title of their abstract together with the names of the authors and institutions.
- Press materials may be released only once the embargo is lifted by EASL.
- Results and information related to sessions at any event organised by EASL are strictly confidential and cannot be presented or announced in any manner or for any purpose whatsoever prior to presentation in the session.
- Should circumstances arise in which the trial organisers consider prior disclosure in total or in part, it is imperative that the EASL is consulted (see section 5.4 “Requests for early disclosure of information”).
- Breaking of an EASL embargo by any session organiser or exhibitor as well as any member of staff or any third party acting on the behalf of and/or under the authority of any session organiser or exhibitor is a contractual breach. The person/entity who released the information will be held accountable and will be subjected to the penalties listed in this chapter section 10 “Termination - Breach”.

## **3. PHOTOS, AUDIO/VIDEO RECORDINGS AND SCREENSHOTS RULES**

- Unless expressly authorised, photos, audio/video recordings and screenshots are not allowed during an EASL event because:
  - content is subject to intellectual property protection.
  - image of individuals (faculty and participants) is subject to privacy rights.
  - this applies in particular to scientific presentations.
- Third Parties may take photos or recordings only of their own industry sponsored sessions, meetings, and stand. No other photography or recording by Third Parties is allowed in any other place at any time. This includes activities of other exhibitors and scientific sessions.
- Photographing and recording without permission will result in the violator(s) being barred from the event.
- Third Parties organising press conferences, industry-sponsored sessions and/or meetings are responsible for protecting their content and enforcing their own photos, audio/video recordings and screenshots rules.
- EASL trademarks and logos cannot be used, reproduced, or associated with any article, press release or Third-Party content without prior written permission from EASL.
- The official EASL trademark and/or logo may not be added to any videos, recordings, photos, etc. from an EASL event without the EASL's prior written approval.

#### **4. REQUEST FOR EARLY DISCLOSURE OF INFORMATION**

Publicly traded companies may ask to disclose information submitted to one of the EASL events prior to embargo date. Public disclosure of certain abstract content prior to the EASL Congresses may be recommended by legal counsel to comply with requirements of a regulatory body in the country where the company's stock is traded. If this occurs, EASL may grant an exception to its embargo rules and allow the company to release limited top-line results (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at EASL Congresses. Companies in this situation should send to the EASL Office a written request including reasons for requesting an exception to the EASL Media and Embargo Policy and detailed information about the release (the information that will be disclosed, who it will be sent to and the timing of the release). If EASL grants permission for the top-line results to be released, the press release should

note that the abstract has been submitted (or accepted) for presentation at an EASL event. EASL will evaluate these requests on a case-by-case basis and reserves the right to change the type of presentation or remove the abstract from the scientific programme if the released information is judged to substantially detract from the novelty of the presentation at the EASL event. Any additional information from the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the scientific presentation. If you have any doubts or questions, please contact the EASL Office: [press@easloffice.eu](mailto:press@easloffice.eu)

## **5. REGISTRATION**

Journalists, photographers, videographers and community educators who are either employees of or on assignment for a recognized print, radio, broadcast or online consumer, medical, community-based or liver disease-related service organization-sponsored media outlet are eligible to apply for complimentary media registration. Please note that for the purpose of media accreditation, the term, “community educator”, refers to anyone doing journalism for liver disease service organisations or other community-based media outlets.

Applications for media credentials from representatives of media outlets that are not directly involved in journalism will not be accepted.

Communications support professionals (PR agency representatives, event management, and/or marketing representatives) attached to a recognized liver disease research, advocacy or policy organization, whose work is directly related to supporting media coverage of presentations at an EASL event are not considered media and must register as a regular delegate. Media accreditation for this category is not guaranteed but is granted on a case-by-case basis. The decision of EASL Office is final regarding all press registration requests.

## **6. PRESS MATERIALS REVIEW**

Participating at EASL events implies agreeing with these EASL Guidelines and the EASL Media and Embargo Policy available on: <https://easl.eu/event/international-liver-congress-2022/media/> . Any press materials that session organisers or exhibitors wish to release during an EASL event, and which refer to EASL must be sent electronically for review by the EASL Office at least two weeks before the event. Press materials may include:

- press releases
- slides for the Industry Press Conferences
- all materials to be displayed during the Industry Press Conferences
- in general, any materials to be provided to journalists

## **7. PRESS MATERIALS CHARTER**

- No reference to any product endorsement by EASL or any of its entities will be accepted. Brand names are allowed but need to remain independent from any EASL endorsement or mention.
- A specific version of the EASL Congresses event visual (picto) is provided for facultative use by our Industry Partners to promote their Congress activities. This picto is the only EASL Congresses visual that may be used, and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.
- Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official EASL events materials. The materials must clearly and primarily carry the branding of the Industry Partner.
- The use of EASL or any EASL entities logos is not allowed.
- Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by EASL for use in publications or any material posted on the EASL Website or media (i.e: Mobile App, EASL Campus etc.).
- The official name of the concerned event must be used when mentioning the event in Industry press materials. No synonym such as “annual meeting”, “annual Event”, etc. is authorised.
- The official name of any of the EASL products, projects, or content such as - EASL Clinical Practice Guidelines - must be used in Industry press materials. No synonym such as “EASL Guidelines” will be authorised. EASL recommends submitting content for approval by EASL at least 2 weeks prior the event to the EASL office.
- Any reference to EASL products or initiatives in the Industry Press Materials will be checked to ensure accuracy. When it is possible, a reference to the EASL Clinical Practice Guidelines will be requested.
- Any reference to joint publications or Guidelines should be verified.

- Industry Press Material embargoes must follow the Scientific Programme to meet the EASL Media and Embargo Policy. Important
  - Industry (and their PR agencies) need to send all press materials before dissemination to the EASL Office. Industry must wait for written EASL Office validation before disseminating materials.
  - If Industry has any amendments to make, the EASL Office must be informed as soon as possible and still within the two-week prior to the Congress deadline. EASL contact If you have any doubts or questions, please contact the EASL Office at [press@easloffice.eu](mailto:press@easloffice.eu)

## **8. COMMUNICATIONS & PROMOTION**

EASL does not disseminate Industry press materials to its media lists and does not share its media registration list.

## **9. TERMINATION – BREACH**

In the event of a breach of any provision of the present EASL Media and Embargo Policy by any Industry, Session presenter, Exhibitor or any third party acting on the behalf, EASL reserves the right to terminate immediately, without notice and without prejudice to any claim for damages, the agreement given to any registered participant and/or their representatives to present at the EASL event. Furthermore, breaking of the EASL Media and Embargo Policy is a contractual breach that may also lead to:

- Immediate barring from the scientific programme
- Withdrawal of the abstract(s) from the scientific programme
- Restrictions on future scientific work submission for one full year starting from the time of the breach
- Non-acceptance of future abstracts and/or clinical trials to the scientific programme for one full year
- Loss of accrued points
- And any other measure deemed appropriate to preserve EASL rights (or its members rights) In the event of a breach of any provision of the present EASL Media and Embargo Policy and the enforcement of the above-mentioned sanctions, any financial obligations to EASL must be honoured. The absence of termination of the agreement and/or of any sanction from EASL does not constitute an acknowledgment of the industry, session presenter or exhibitor



misconduct and EASL reserves the right to proceed to the said termination and/or sanction at any time.

### **10. Applicable Law**

All matters arising from or connected with compliance to the Policy are governed by Swiss Law, without reference to the conflict laws principles. Any dispute shall be brought to the Court of Geneva, Switzerland.