

## **Guidelines for Third-Party Use of HealthTech Connex-Owned Spaces, Brands, and Assets**

At HealthTech Connex, we value collaboration and partnerships. To protect our brands, spaces, and assets and to ensure compliance with regulatory bodies and company standards, we have established the following guidelines for any third-party requests to use our resources.

Please review and adhere to these requirements before submitting your proposal:

### **1. Intended Use**

- Provide detailed information on how you intend to use the brands, marketing collateral, assets, equipment, branded spaces, staff, or clients of HealthTech Connex and its subsidiaries (NeuroPeak Physiotherapy & Performance Centre and Centre for Neurology Studies).
- Specify the purpose of your project, how the content will be created and used, and any association with HealthTech Connex or its subsidiaries.
- Outline the key messaging you intend to convey through the content.
- Identify the target audience for the content and specify the platforms (e.g., social media, websites, advertisements) where it will be distributed.
- Clarify whether the content will be shared with any third parties or in collaboration with other organizations.

### **2. Media Sharing for Regulatory and Brand Assessment**

- Confirm that both raw and edited versions of all media will be shared with us for regulatory and brand assessment purposes.
- Ensure that all media is shared securely to protect sensitive information.
- Acknowledge that no content may be publicly released or distributed until it has been reviewed and approved by HealthTech Connex.

### **3. Approval Rights**

- Agree that no content can be publicly released or distributed until it has been reviewed and approved by HealthTech Connex.

#### **4. Interview Questions and Consent Forms**

- Provide a list of interview questions in advance for any staff or clients you plan to interview.
- Include informed consent forms to ensure:
  - HealthTech Connex understands how and where the files will be stored.
  - HealthTech Connex knows what will happen to the content after its intended use.
- Ownership of the content is clearly defined.

#### **5. Post-Use Content Management**

- Clarify how and when the content will be destroyed or archived after its intended use.
- Ensure that all digital files are stored securely and are not accessible to unauthorized parties.

#### **6. Approval and Booking Process**

**Submit requests or questions to:** [LEL@LarkGroup.com](mailto:LEL@LarkGroup.com)

- Please allow up to 5 business days for acknowledgment of your request.
- We will reach out to you for any additional information required.
- Approvals and timelines will be determined on a case-by-case basis.

By adhering to these guidelines, we can ensure a smooth and professional collaboration while protecting the integrity of our brand, spaces, and assets.