
Third-Party Publicity Policy

FS-ISAC is the member-driven, not-for-profit organization that advances cybersecurity and resilience in the global financial system, protecting the financial institutions and the people they serve. The FS-ISAC® brands and trademarks are a representation of that mission.

Who This Policy is for

Entities with which FS-ISAC has a business relationship and/or has entered into a contractual agreement, including but not limited to companies that are part of FS-ISAC's Affiliate Program and/or other service providers.

FS-ISAC brands are protected assets and the proprietary intellectual property of FS-ISAC, Inc. This includes the FS-ISAC name and logo in press releases, press mentions, marketing and advertising on public channels including the formats listed below:

- ▶ Websites and/or digital properties
- ▶ Media kits and/or press releases
- ▶ Features, blogs and/or articles
- ▶ Quotes attributed to FS-ISAC as an organization or specific staff members

Third Parties May Not

- ▶ Include FS-ISAC or any likeness (FSISAC, fsisac, fs-isac) in URLs, such as www.XXXXX.com/fsisac
- ▶ Use FS-ISAC logos, logotypes, icons, color palettes, trademarks or other elements of FS-ISAC, FS-ISAC digital properties including websites, FS-ISAC products and services or materials unless specifically permitted under this Policy
- ▶ Use the brand and/or trademark in the name of their business, product, service, app, domain name, social media account, website, digital presence or other offering (with the exception of Summits, which are covered by the FSISAC Summit Third-Party Publicity Policy below)
- ▶ Use the brand and/or trademarks more prominently than their company, product or service name
- ▶ Use the brand and/or trademarks on promotional merchandise that they are giving away, selling or distributing (such as t-shirts, travel mugs, sales sheets, fact sheets)
- ▶ Do, say or use the brand and/or trademarks in a way that implies a legal partnership, endorsement or approval by FS-ISAC of their products or services unless explicitly stated differently in a contract executed on or after January 1, 2020
- ▶ Alter, animate or distort the brand and/or trademarks or combine them with any other symbols, words, images or designs or incorporate them into a tagline or slogan

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Use Policy for FS-ISAC Brand Assets and Likeness

- ▶ Use the brand and/or trademarks as the leading word or most prominent element in their publication, presentation, seminar or conference title
- ▶ Use the brand and/or trademarks in a way that may cause confusion about ownership of the trademarks or whether their product or service is a FS-ISAC product
- ▶ Use the brand and/or trademarks in a way that would damage FS-ISAC's reputation or goodwill in any brand and/or trademarks
- ▶ Use any FS-ISAC logos or graphic elements of FS-ISAC products and services including but not limited to FS-ISAC Intelligence Exchange and FS-ISAC Insights
- ▶ Alter the FS-ISAC provided website image or social media graphic

Third Parties May

- ▶ Promote their involvement with FS-ISAC as a Standard Affiliate, Early-Stage Affiliate, Expert Resource Pool, MSSP, or Critical Provider with the FS-ISAC-provided seal image on their website
- ▶ Promote FS-ISAC participation at third-party events once FS-ISAC has explicitly confirmed in writing
- ▶ If sponsoring an FS-ISAC event, the third-party can list the event on their company event page and promote via social media in accordance with FS-ISAC's TLP guidelines

If These Guidelines Are Not Followed

Use of the FS-ISAC name/logos without prior, express, written authorization of FS-ISAC may constitute trademark infringement and violate federal and state laws, and FS-ISAC reserves any and all rights to take appropriate measures to prohibit misuse, tarnishment and/or dilution of any and all FS-ISAC brands and trademarks.

FS-ISAC Summit Third-Party Publicity Policy

If an organization is a paid sponsor and/or speaker at a FS-ISAC Summit, then restricted use of FS-ISAC's brand may be allowed as follows.

Third Parties May

- ▶ Use the assets provided by FS-ISAC for promotion of their specific event
- ▶ Mention, share and post to social sites promotion of event which you are sponsoring and/or participating
- ▶ If sponsoring a FS-ISAC Summit, the third-party can list the event on their company event page and promote via social media in accordance with FS-ISAC's TLP guidelines

Third Parties May Not

- ▶ Include FS-ISAC or any likeness (FSISAC, fsisac, fs-isac) as part of a URL, such as www.XXXXX.com/fsisac
- ▶ Use the brand and/or trademarks more prominently than their own company, product or service name
- ▶ Use the brand and/or trademarks on promotional merchandise that they are giving away, selling or distributing (such as t-shirts, travel mugs, sales sheets, fact sheets) unless explicitly stated in a fully executed sponsor agreement
- ▶ Do, say or use the brand and/or trademarks in a way that implies a legal partnership and/or endorsement by FSISAC of their products or services
- ▶ Alter, animate or distort the brand and/or trademarks or combine them with any other symbols, words, images or designs or incorporate them into a tagline or slogan