FINANCIAL™ DATA EXCHANGE

Non-Solicitation Policy



Non-Solicitation Policy

FDX's success and growth is due, in part, to our commitment to the organization's mission, values and code of conduct. In order to ensure a free-flowing exchange of information among FDX members, FDX maintains a strict non-solicitation policy. While a wide array of highly effective opportunities are provided for business development to our members, overt solicitation, use of the membership directory for business development or marketing, or sharing of member information with non-members without the prior approval of FDX is strictly prohibited. Violations are subject to immediate cancellation of membership (a "**Membership Termination Event**"), without refund, and loss of all rights and privileges.

Revision History

Document Version	Notes	Date
1.0	Initial Document Release	**December [10, 2020**

Q&A Regarding Non-Solicitation Policy

To clarify FDX's Non-Solicitation Policy, FDX has developed the following general guidelines for appropriate and inappropriate activities (in question/answer format) in an effort to make the fine line between professional networking and solicitation clearer and easier to recognize:

1. **Are members out of bounds if they give out business cards or share their contact information electronically to one or more members at an FDX function or in connection with one or more FDX meetings?**

   Generally, such actions are appropriate. As with any business event, it is appropriate to exchange contact information as part of a business conversation. It is not appropriate to email blast out your contact information to parties on the membership directory that you have not had contact with or do not have a reason related to FDX to exchange information.

2. **Is it acceptable to follow up the receipt of contact information with a telephone call, mailing, email or by other means?**

   If the FDX member indicated they wanted a follow up call, letter or email (See #1), then, by all means, do so. A follow up telephone call would be appropriate only if specifically requested.

3. **Is it OK to send holiday cards with your company name on it to all members listed in the directory?**

   This is acceptable as long as solicitation is not part of the card either directly or indirectly.

4. **Is it acceptable to ask another FDX member to recommend your products or services to third parties?**

   This is acceptable if you have developed a professional relationship with this person.

5. **Can I use FDX to build business?**

   Yes. By building relationships and working on committees, working groups and task forces and lending your expertise to projects and programs when called upon. Through professional support, you can better understand the needs of FDX members, and through networking, they can understand what you have to offer. This should be a natural outflow of your professional relationship and not a targeted marketing opportunity.

6. **How can I use the membership directory?**

   You may use it to find the name and contact information of someone who you may have met during an event or meeting. You may use it to contact a member to ask for help (see Question #8). You may not use it to market your business or solicit business.

7. **Can I pass out literature about my business at FDX functions?**

   Members are not to leave promotional materials on meeting tables or openly distribute such during association meetings.

8. **Can I call upon members when I have a question and want ideas on how other people might handle a particular situation?**

   Yes, in compliance with antitrust laws, this is one of the values of belonging to FDX. It provides opportunities to learn from each other, both formally and informally. Contact via mail, email or telephone is appropriate. This contact should not however be used to solicit business.

9. **Can I send my newsletter or information about an educational session my organization is offering to all members listed in the membership directory?**

   No. You can only send your newsletter and similar educational materials to members with whom you have established a direct relationship (see Questions #1 & #2). FDX has a page however, where you can post such information. See: https://fdx.atlassian.net/wiki/spaces/FDX/pages/231211041/Advertisements

10. **Where should suspected violations of the FDX Non-Solicitation Policy be directed?**

    Members are encouraged to report violations of the FDX Non-Solicitation Policy to: FDXLegal@FinancialDataExchange.org. FDX's policy is to investigate any complaint fully and, when in doubt, to err on the side of ensuring that its non-solicitation policy is fully adhered to by all of its members. Outside of overt violations of this policy, members will generally be issued a warning prior to termination.

Each member ultimately decides whether or not an activity by another member represents solicitation. Members are encouraged to be candid with each other and to respect the others' point of view.