



Agreement to Co-Brand with Care Opinion Australia

This agreement outlines the conditions Care Opinion's subscribers must adhere to when producing all co-branded materials containing Care Opinion's logo and branding.

Conditions of use

1. The Care Opinion logo may only be used within the guidelines set out in Care Opinion's Visual Identity Guidelines 2020.
2. Co-branded materials must not conflict with Care Opinion's values of Innovation, Transparency, Inclusivity, Positivity and Humanity.
3. When producing hard-copy materials on which patients and consumers can tell their story such as leaflets and the assisted storytelling form:
 - a. mechanisms must be in place to ensure the authors' anonymity. Staff members or volunteers taking a story in an assisted storytelling setting must submit the story to Care Opinion without any service staff reading and/or being granted access to the leaflet content.
 - b. the materials must contain the requisite fields as is detailed in the Care Opinion's Co-Branding Guidelines.
 - c. the materials must include the following statement of consent: By completing this form I confirm this story is true and understand that it will be moderated by a Care Opinion staff member prior to posting.
4. Care Opinion staff must review and provide final approval in writing on all co-branded materials prior to the printing and distribution of any co-branded materials to service staff and patients/consumers.

Care Opinion reserves the right to withdraw permission to use its logo and branding in co-branded materials should these conditions be breached.