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# HILL'S PET NUTRITION

## POLICY ON ENGAGEMENT WITH ACADEMIC INSTITUTIONS

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### INTRODUCTION

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Hill's Pet Nutrition (Hill's) collaborates with and supports educational, clinical, and research programs at academic and educational institutions with the goals of furthering the knowledge of nutrition as the Fifth Vital Assessment and the importance of nutrition in healthy and sick pets.

All engagement between Hill's and educational institutions is intended to benefit patients and his enhance the practice of veterinary medicine. New nutritional technologies and products are continuously being developed to manage the conditions seen commonly by veterinarians. Therefore it is important for faculty, staff and students to have knowledge of these products and innovations in order to be able to make informed decisions about ideal patient management, and to be able to convey accurate information to clients. This information helps guide appropriate patient use, provide scientific and educational information, support veterinary medical research and education. Additionally, feedback and advice about Hill's products can be obtained through consultation with veterinary medical experts.

Hill's places a high value on research integrity and academic freedom. The relationship between Hill's and educational institutions is set to safeguard these institutional values. Hill's policy is to only enter into collaborations with and provide support to educational institutions that maintain the independence and integrity of Hill's and the educational institution. The interactions between Hill's and the educational institution must be transparent, conform to professional and community standards of ethics and be conducted in accordance with applicable laws, the policies of the relevant educational institution and Colgate-Palmolive/Hill's policies and procedures as updated from time to time.

### GOVERNANCE

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All academic partnerships/sponsorships will be:

- (a) Developed in accordance with all applicable laws, Colgate-Palmolive/Hill's company policies (including, but not limited to the Colgate-Palmolive Government Expenditures Policy, the Colgate-Palmolive Code of Conduct, Colgate-Palmolive Anti-Bribery Policy and Hill's Animal Welfare Policy) and in line with the policies of the educational institution; and

- (b) Documented in a contract clearly stating the roles and responsibilities of each party, together with expected outcomes and limitations of the partnership for both parties.

Contracts should be reviewed annually and reviewed by legal counsel for each party.

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## PRIVACY STATEMENT

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No lists of faculty, staff, or students' names, including email lists, phone numbers, or addresses, or any other personal information may be provided by the educational institution to Hill's except after written approval from the individual and the institution, and where allowable by law.

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## COMMUNICATION

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All Hill's communications, particularly communications discussing products, must provide a true and accurate reflection of current best practices. Promotional materials must be accurate and not misleading. Claims made by Hill's about a Hill's product will only be made when properly substantiated and fairly presented. Product materials may only be distributed to students' campus (e-)mailboxes or to be distributed to faculty and staff if allowed by the educational institution's policies. Materials carrying logos of the educational institution for distribution outside cannot be used without written permission of the educational institution. Use of Hill's materials by educational institutions may be covered by copyright or other intellectual property rights and their use by the educational institution should be approved by Hill's before distribution.

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## PRESENTATIONS

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Hill's provides and supports presentations that have value to the educational mission, are evidence based, objective, scientifically valid and are not aimed at marketing specific products, unless specifically requested by the institution. Speakers should be selected on the basis of their topic expertise, knowledge, reputation and communication skills. Compensation for non-Hill's speakers should be reasonable and based on fair market value. Presentations should focus on veterinary science, the practice of veterinary medicine, and health and well-being of pets and humans. The use of brand names should be discouraged in teaching students as part of their mandatory examinable curriculum. The use of brand names should be reserved for circumstances when their use is important for clarity, student awareness, or to discuss differences between products.

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Occasional meals can be provided as a business courtesy to faculty, staff and students attending presentations when approved by the institution. Meals provided to students or other groups at the educational institution should be modest as judged by local standards. Inclusion of spouses or other non-affiliated guests is not appropriate. Logistical costs for the organisation of the event can be covered by Hill's if so desired by the educational institution, and such expenses must again be reasonable and based on fair market value. Hill's representatives are always required to state clearly (in any written materials or orally at the beginning of a lecture) that they represent Hill's and in what role. Faculty, staff and students should always be made aware when they are receiving education from a representative of Hill's. Faculty, staff and students should be able to refuse to attend the educational event organised by Hill's without incurring academic penalty of any kind.

## PRODUCTS

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Prescription Diet™ products in the educational institution's facilities will only be distributed through licensed veterinarians that have a patient/client relationship. Other marketing items (toys, pens, non-therapeutic foods, collars, etc.) can only be distributed on campus by (student) representatives at approved events, if allowed by the educational institution. (Student) representatives should remove extra materials at the end of an event. Sale or resale of products provided by Hill's is not allowed at the educational institution without prior written authorization.

## VETERINARY TEACHING HOSPITAL FEEDING PROGRAMS

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From time to time, Hill's might provide support in the form of Hill's product to be used to feed client-owned animals which are hospitalized at the educational institution or sold to clients (including faculty, staff and students) whose pets are seen at the Veterinary Teaching Hospital on an out-patient basis, where applicable. Programs aimed specifically at providing pet nutrition for staff, faculty and student pets (including college feeding programs such as VIP Market) are only allowed if agreed upon by both the educational institution and Hill's and the program will be administered on-campus only as allowable by the educational institution. The feeding program should strive to provide fair access to all personnel at the educational institution (i.e., Veterinary or Technician College). The product distributed through the feeding program is not to be used to feed any research, colony or shelter animals associated with the educational institution. Any Hill's pet food for resale must follow all applicable state and federal laws.

## ON CAMPUS (STUDENT) INDUSTRY REPRESENTATIVES

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Hill's support of on campus (student) industry representatives is allowed, however, all (student) industry representatives are required to have their positions formally approved by the educational institution at the beginning of each academic year. Student representatives should abide by the policies set forth by the educational institution.

## GIFTS

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Hill's only distributes of gifts (e.g. pens) of nominal value (< USD 5) at educational institutions, unless an exception is specifically granted by the specific educational institution. Any gift given by Hill's will be in accordance with the Colgate-Palmolive Code of Conduct and the Colgate-Palmolive Government Expenditures Policy. Gifts will not be distributed in educational institutions that do not allow this practice.

## TEACHING AIDS AND BOOKS

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Donations of teaching aids and books of up to USD 250 value per individual/year are allowable when in compliance with:

- (a) the Colgate-Palmolive Government Expenditures Policy;;

- (b) Colgate-Palmolive Code of Conduct;
- (c) the policies of the educational institution; and
- (d) the educational institution's conflict of interest approval processes, if applicable.

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## SCHOLARSHIPS AND SPONSORSHIPS

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**Scholarships:** Scholarships and similar gifts are provided for the benefit of the educational institution, they based on academic freedom principles and do not contain any obligations on the part of the educational institution. A normal level and nature of recognition and acknowledgement provided by the educational institution is appreciated. Scholarships and similar gifts are allowable when in compliance with:

- (a) the Colgate-Palmolive Government Expenditures Policy;
- (b) Colgate-Palmolive Code of Conduct;
- (c) the policies of the educational institution and/or its foundation; and
- (d) the educational institution's conflict of interest approval processes, if applicable

**Sponsorships:** Funds given in support of any academic activity, including internship or residency programs, and funds designated for a specific individual or a subsidiary of the university, are considered a sponsorship. An associated sponsorship contract needs to be approved by the educational institution and Hill's, including Legal review. Hill's funding of such projects should be fully disclosed by both parties.

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## BURSARY

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The value of the effective bursary should never exceed the costs of accommodation and travel to the area in which the elective is located including normal cost of living. Bursary recipients must keep receipts of the costs associated with the bursary and provide them to Hill's on request.

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## RESEARCH

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A sponsored research project must have genuine scientific merit, fit within the animal welfare policies of Hill's and the educational institution, and be ethically defensible, socially responsible and scientifically valid. Research must be free of any potential for bias. Compensation for researchers should be reasonable and based on fair market value. All projects need to be approved by a local Institutional Animal Care and Use Committee (IACUC) or comparable Ethics Committee. The institutional researcher always has the right to publish the results of the study with or without permission from Hill's. Hill's does, however, require manuscript(s) be shared with the business prior to publication as a matter of courtesy.

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## STUDENT ORGANISATIONS

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Hill's encourages the creation of networking opportunities between students and corporations, promotion of the awareness of the pet food industry, in general, and Hill's in particular, and an emphasis on evidence-based clinical nutrition. Hill's discourages exclusive sponsoring of student

organisations at academic institutions. Preferably, other companies should be encouraged to participate and exclusive agreements should be avoided.

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## POST GRADUATE EMPLOYMENT

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Hill's does participate in educational institution-sponsored activities highlighting career and/or training opportunities for the purpose of job interviews and or potential employment.

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## TRANSPARENCY AND DISCLOSURE

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Faculty, staff and students, who have a relationship with Hill's, must always clearly and openly disclose this relationship, when appropriate.

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## LAW AND POLICIES

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Any Hill's engagement should be in full alignment with existing policies of the educational institution and Hill's and be conducted in accordance with applicable law.

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## ACADEMIC CONTACT(S)

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**[Fill in name of Main Academic Contact, Function, Address, telephone number - of Hill's employee who has the function of interacting with educational institutions in a particular region]**

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## CITATION

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This document should be cited as **Hill's Pet Nutrition [Policy/Guidelines on Engagement with Educational Institutions]** available at **www.[insert].com**