

## **MEMBERS' CODE OF ETHICS**

**Creating a world class experience for visitors and a cohesive network of businesses benefits the entire industry. As such, all members are required to adhere to the following Code of Ethics and Terms and Conditions to be a member of Discover Halifax.**

- Treat visitors in a respectful, polite and courteous manner and make all reasonable efforts to exceed visitor expectations.
- Handle visitor inquiries and requests promptly, courteously and fairly.
- Provide customers with truthful and complete details on pricing, cancellation policies and services at the time of purchase and advise of changes in services, products or costs if and when they occur.
- Provide a clean, well maintained facility and an overall safe experience for visitors.
  - In relation to Covid19, all businesses, organization and employees need to follow the [Health Protection Act Order and public health directives](#). There are also [business and service restrictions](#) in place to limit the spread of Covid-19.
- Abide by all applicable federal, provincial and municipal laws.
- Treat Discover Halifax staff with respect and within the policies of our organization.
- Treat Discover Halifax members, partners, Board of Directors and other stakeholders with respect.

## **TERMS AND CONDITIONS**

### **MEMBERSHIP CONDITIONS**

- Membership is on a twelve-month term
- You must opt-in annually. Failure to opt-in means your membership will become inactive.
- Membership entitlements, benefits and opportunities may change without notice.
- Cancellation of membership must be received in writing by the Corporate Office one (1) month prior to cancellation.

## **MEMBERSHIP RESPONSIBILITIES**

- Members are fully responsible for actions necessary to benefit from Membership entitlements including but not limited to ensuring business information is correct and the member curated pages on discoverhalifaxns.com are updated with accurate and up-to-date information. As a member, we expect your business listing to be updated at minimum two (2) times per year.
- All members agree to maintain their status as a Member in Good Standing throughout the period of their membership.
- Members agree to adhere to Discover Halifax's Code of Ethics. Failure to comply may result in cancellation or suspension of membership.
- Be an active participant of Discover Halifax. Please ensure that at least one contact per organization is signed up to the member e-newsletter to stay up to date with relevant news and information.

## **MEMBERSHIP AND PROMOTIONAL TERMS**

- Members have the ability to vote and sit on the board as long as they have opted-in to membership annually. This is limited to one per corporate business if said business has more than one business entity (ie. Hotel + restaurant).
- If a corporate business has multiple products or business entities, a separate Membership is required to receive the benefits for each business entity.
- Businesses focused solely on Meetings and Conventions must be a member first before purchasing or becoming a Meetings & Conventions partner.
- For members who want to purchase a meetings and conventions bundle after the start of their membership term, they will pay 100% of the bundle if within the first 6 months of their membership term. If purchasing after that 6-month mark of their membership term, members will pay 50% of the cost of the bundle. Some exceptions apply for hotel M&C members.

## **ADVERTISING TERMS**

- In order to advertise with Discover Halifax, you must have opted in to Membership for the current year.
- Discover Halifax has the right to deny any imagery or video used for a member's curated page or advertising for any reason including but not limited to quality assurance purposes. In addition, images or video for advertising purposes must be approved by Discover Halifax.
- Advertising must be leisure visitor centric. Business-to-business advertising in leisure centric channels is not allowed.

- Hotel Visitor Channel advertising is not available to Accommodations members.
- Discover Halifax has the right to limit advertising on any tool. Advertising with limited space is sold on a first come, first serve basis. Discover Halifax reserves the right to put limits in place in cases of highly competitive spaces.
- The following limitations are currently in place and subject to change:
  - o Advertising on the discoverhalifaxns.com homepage is limited to 2 months/year.
  - o All other advertising with the exception of leaderboard and big box advertising is limited to 3 months per year.
  - o For advertising in the events header slider, please provide two pieces of content. This ensures if the event end mid-month, there is relevant content to replace with.
- In general, advertising must relate to page category.
- Advertising on discoverhalifaxns.com will be directed to the member’s listing or event on discoverhalifaxns.com where member social media and contact information is allowed.
- Advertising content must be received two (2) weeks prior to the start date of advertising. A delay may result in a delay of advertising. As space is limited, make-up advertising is not guaranteed.

**IMAGE AND VIDEO RELEASE**

- The Image and Video release authorizes Discover Halifax to use your image(s) and/or video on our website or in other promotional channels such as the hotel visitor channel, social media or other promotion material, free of charge. You the member agree that you have express copyright and/or full written permission to use the image or video provided or uploaded to Discover Halifax’s website. Discover Halifax takes no positive obligation to enforce the copyright holder’s rights on the submitting person’s behalf, beyond posting a copyright warning. You the member also agree to allow Discover Halifax to alter the image for formatting purposes and/or other promotional purposes within reason. You the member agree that Discover Halifax is indemnified from any more rights claims that may arise in any situation.

**NAME (PRINT)** \_\_\_\_\_ **BUSINESS NAME**

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**Updated July 2018**

**NAME (SIGNATURE)** \_\_\_\_\_ **DATE**

**SIGNED** \_\_\_\_\_