



## MRC Standard Setting Process Participation Policy

### 1. Purpose

The purpose of the MRC Standard Setting Process Participation Policy is to establish the formal framework regarding the acceptance of organizations and individuals wishing to participate in MRC standard setting activities. This policy is not designed to restrict organizations/individuals from participating in MRC standard setting activities, but to better ensure participants are sufficiently committed to the process as well as to provide consideration to MRC in recognition of the resources they commit to the process. The policy details:

- Responsibilities of participants
- Participation fee structure
- Participation fee exemptions
- Loss or revocation of participation
- Policy review and amendments process

### 2. Responsibilities of participants

By agreeing to this policy and participating in the MRC standard setting process, participants are also agreeing to adhere to the relevant aspects of the MRC Voluntary Code of Conduct (VCOG), including but not limited to, *(1) carrying out your responsibilities by exercising sound professional and ethical judgments in MRC-related activities, (2) undertaking the obligation to act in a way that serves the public interest in your MRC-related activities, and (3) perform your MRC-related activities with integrity and maintaining objectivity using best efforts to be free of conflicts of interest in discharging your responsibilities as a standard setting participant.*

**By agreeing to participate in the MRC standard setting process, participants are also agreeing to the following Non-Disclosure Agreement, which requires participants to keep meeting details confidential.**

**Unless authorized to do so in writing by the MRC Executive Director, I will not, except within the MRC or within my own company, reveal or disclose any information regarding details or meeting results from standard setting meetings at any time, or language from any drafts of any standard prior to issuance for public comment. Additionally, I will not publicly disclose individual participant comments and the nature of individual feedback provided in the working group which will be kept confidential. (Initial here to acknowledge) \_\_\_\_\_**

### 3. Participation fee

A participation fee of \$5,000 USD will be charged annually to non-exempted organizations/individuals wishing to engage in standard setting processes (see Participation fee exemptions below). This fee grants access to participate in any standard setting group activities for one *agreement year* (the 12 months (i.e. one year) immediately following MRC's receipt of payment of the participation fee). Payment of the fee entitles the participant to receive the standard setting process materials for the year, participate in any organized MRC standard setting group or proceeding, with the option to be publicly listed on MRC's website as a registered standard setting participant. Organizations/individuals will not be allowed to participate in any standard setting processes until execution of the MRC Standard Setting Process Participation Policy agreement and payment of the participation fee are received, unless otherwise exempted.

Participation, access and fees are at the organizational level; in other words, if an organization qualifies and pays the fee stipulated above, any individual directly employed by that organization during the organization's agreement year may participate in and have access to standard setting activities.

Generally, organizations that are eligible for MRC membership as a user or reliant on media measurement, measurement practitioners and measurement subject matter resource organizations or individuals are eligible for standard setting participation. Multi-party consultants to the above organizations may separately register their consultancy as a standard-setting participant.

Members of the press, financial investment personnel and other organizations or individuals MRC may, at its discretion, deem ineligible for participation, are expressly prohibited.

Non-exempt registered standard-setting participant organizations that are not otherwise MRC members, Measurement/Rating services engaged in the MRC accreditation audit process or CPAs engaged by MRC that have paid the standard setting fee and have not had their access and participation revoked as detailed above will be publicly listed by MRC on our website with permission from the participating organization.

### 4. Participation fee exemptions

- MRC Member organizations in good standing are exempt from the participation fee
- Measurement/Rating services engaged in the MRC accreditation audit process are exempt
- Certified Public Accountants (CPAs) firms utilized by MRC are exempt from the fee
- Consultants engaged by MRC to contribute to the standard setting process are exempt

All other organizations/individuals are not exempt and are required to pay the participation fee, with the following considerations:

- If at any time an organization enters the *MRC Examination* audit phase (not inclusive of the pre-assessment) during a period in which it has paid to participate in MRC standard setting activities, that organization will receive a one-time discount in the amount of the

standard setting participation fee paid applied to their initial *MRC Examination* CPA audit cost.

- For non-MRC Member organizations that choose to become MRC Members within the first six months of the *agreement year*, a one-time discount in the amount of the total participation fee paid will be applied to their first year MRC membership dues.

MRC may, at its discretion, exempt selected past participants who have demonstrated significant contributions to the standard setting process.

## 5. Loss or revocation as a standard setting process participant

Any organizations/individuals wishing to renew their standard setting process agreement but have failed to pay their participation fee for a period of 45 days after the prior *agreement year* (as defined above) has ended shall have their access and registration revoked and will be removed from the website as a registered participant.

Any organizations/individuals access and registration may also be suspended and/or revoked at the discretion of the MRC Staff and Executive Committee for any act that in the reasonable judgment of the MRC Staff and Executive Committee constitutes a willful violation or breach of any of the provisions of the MRC Standard Setting Process Participation Policy and the VCOC.

Organizations/individuals participants that have their access and registration revoked from the MRC standard setting process or otherwise leave on their own accord, will forfeit any participation fee paid for that *agreement year* (as defined above).

## 6. Policy review and amendments

This policy has been reviewed and approved by MRC’s Board of Directors and will be reviewed annually by MRC and may be amended to reflect changes in the standard setting environment, or organizational objectives as determined by the MRC Executive Director.

Any amendments to the policy will be communicated promptly to all stakeholders.

All participants are expected to read and confirm their understanding of the expectations and requirements for engaging in the standard setting process at MRC.

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Signature of Participant

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Date

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Print Participant/Company/Organization Name