



International Parkinson and  
Movement Disorder Society

## **Apparent Authority**

*Policies for MDS representation*

*Updated August 2013*

As the premier source and leader in the advancement of the global movement disorder professional community, statements and communications attributed to MDS are valued for their quality, neutrality and reliability. In order to preserve the value of official communications, MDS members and staff are obliged to prevent unofficial statements and communication from being perceived as official.

This document outlines the conditions under which an MDS member may make public statements on behalf of or as a representative of MDS; MDS stationery may be used; and MDS logos and images may be used by members.

These guidelines were developed to reinforce and protect the value of the MDS brand and ensure control of the MDS message.

### **Implied representation**

No public statements may be made, either written or verbal, that conflict with the official position or policy of MDS.

Only the President of MDS, or a person appointed by the President, may serve as a spokesperson on behalf of the Society. Leadership and staff should understand that by virtue of their position, their statements may be construed or perceived as the official position of MDS. Accordingly, prior to making any public statement, volunteers or staff should clearly state whether he is speaking on behalf of MDS (as authorized) or only in his capacity as an individual. Such situations include, but are not limited to, media interviews, speeches at events or articles for publication.

MDS members may be called upon to offer their expertise for MDS press releases. In these situations, only the quote contained in the release may be construed as official. When responding to media interviews, no additional comments offered by the source may be presented as the official position of MDS.

## **Position statements**

At times, MDS may decide it is the best interest of members or the industry to issue an official position statement.

The International Executive Committee of MDS or related regional sections are the only bodies that may authorize or issue position statements on behalf of MDS. Because of their weight, these statements are carefully considered and researched before being issued.

## **Use of stationery and images**

To control official communications, use of MDS letterhead and business cards shall be reserved solely for the elected officers of MDS, related Committee and Task Force members, and MDS Secretariat staff. Other volunteers are not authorized to use MDS stationery.

Staff will prepare communications sent on behalf of the organization, with a copy retained for records. Exceptions may be made to the policy so long as the purpose of the communication is made known and approved by either the MDS President or the Executive Director. In such exceptions, a copy of the communication shall be provided to staff within 24 hours of dissemination for official records.

Additionally, MDS supplies logos to be used in online profiles (Facebook, Twitter, etc.). Members and Affiliate Member societies are invited to announce their affiliation with MDS through the posting of these logos.

MDS members and Affiliate Member societies interested in using the appropriate logos on their social networking pages, blogs or personal website sites should contact the MDS administrative office for a Web-friendly version.