

# Advertising and Marketing Guidelines

## Display of NCQA Information Products and Data



### Introduction

The Guidelines are designed to help NCQA customers to use and display NCQA information products and licensed data in a clear, factual and accurate manner. They are also designed to protect the integrity of NCQA's products and programs.

The guidelines below are to be used in conjunction with NCQA's Guidelines for Advertising and Marketing ([www.ncqa.org/NCQAGuidelines](http://www.ncqa.org/NCQAGuidelines)).

### Guidelines for Display and Third-Party Advertising

Customers that have licensed NCQA information products and data must comply with any guidelines for publication, advertising, publicizing, promotion or use of the NCQA information product and data.

NCQA does not allow the display of third party advertising on web pages that include NCQA's information product or data that is inconsistent with the mission of NCQA – to improve the quality of health care.

Third party advertising must not constitute, facilitate or promote illegal products or services or weapons, or sexually explicit content.

No placement or content of any advertising may imply an endorsement of a product or service by NCQA.

NCQA reserves the right to require a customer to withdraw or remove displays of NCQA program seals, trademarks, products or data, at the customer's cost, in connection with any violation of NCQA guidelines.

### Use of NCQA Logo

The use and production of NCQA's logo is strictly prohibited. Customers who have licensed information products or other data from NCQA are prohibited from using the NCQA logo in any product display, including web sites and other web-based applications. Customers can provide a link to NCQA's website.

### Links to NCQA Website

NCQA encourages customers that have a license to use NCQA's information products and data to use the NCQA web site as a resource. You may provide a link to the NCQA web site on your product displays. Please use [www.ncqa.org](http://www.ncqa.org).