

# **The Campaign Registry (TCR) Policy**

## **1. Purpose:**

Maverick Dental Laboratories, LLC (hereinafter referred to as "the Company") establishes this Campaign Registry ("TCR") Policy to ensure the effective and ethical management of advertising and marketing campaigns.

## **2. Definitions:**

TCR: The Campaign Registry, a centralized system for managing and registering advertising and marketing campaigns.

## **3. Campaign Registration:**

All advertising and marketing campaigns conducted by the Company must be registered in the TCR before launch. This includes, but is not limited to, online advertisements, print materials, social media promotions, and any other form of public communication.

## **4. Compliance:**

Campaigns registered in the TCR must comply with all applicable laws, regulations, and industry standards. The Company is responsible for ensuring that campaigns adhere to ethical practices and do not violate any legal or regulatory requirements.

## **5. Documentation:**

When registering a campaign in the TCR, the Company must provide comprehensive documentation, including campaign objectives, target audience, messaging, and any relevant legal disclaimers. This information will be used for internal tracking and compliance purposes.

## **6. Review and Approval:**

The TCR administrator will review and approve campaign registrations based on compliance with the established guidelines. The Company may be required to make adjustments or provide additional information to gain approval.

## **7. Data Protection and Privacy:**

All campaigns must respect user privacy and comply with applicable data protection laws. The Company shall ensure that appropriate consent mechanisms are in place for collecting and using personal data.

## **8. Periodic Audits:**

The TCR administrator may conduct periodic audits to ensure ongoing compliance with TCR policies. Non-compliance may result in the suspension or removal of campaigns from the registry.

### **9. Amendments:**

The Company may request amendments to registered campaigns by submitting updated documentation to the TCR. Any material changes to a campaign must be re-approved before implementation.

### **10. Reporting:**

The Company shall promptly report any issues, complaints, or incidents related to TCR-registered campaigns to the TCR administrator.

### **11. Enforcement:**

Violations of this TCR policy may result in disciplinary action, including but not limited to campaign suspension, fines, and internal investigations.

### **12. Contact Information:**

For inquiries and communication regarding the TCR, the Company may contact the TCR administrator at 425-822-2245.

### **13. Review and Updates:**

This TCR policy will be reviewed periodically and updated as necessary to reflect changes in regulations or business practices.