



## **CULTURAL RESOURCE COLLECTIVE Participant Agreement**

Name of Organization: \_\_\_\_\_  
“Participant”

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

As Participant in the Cultural Resource Collective I understand that:

- Participant is engaging in a permission-based master database of consumer mailing lists compiled from fellow arts and culture organizations and administered by ArtsFund (the “Cultural Resource Collective”).
- The Cultural Resource Collective will provide the following services to Participant:
  - list management and hygiene including NCOA cleaning every 90 days;
  - improved marketing intelligence through data analysis of the total database and of individual organizations; and, if desired, mailing list exchanges between participants – through TRG Arts’ exclusive system, eMerge.
- Through TRG’s online database platform eMerge, Participant can use geographic and demographic/pyschographic variables to research available list segments and build dynamic direct mail lists.
- Fees due to TRG may be incurred by Participant for additional services that expand Participant’s use of eMerge and the Cultural Resource Collective. These services are separate from this Agreement and necessitate an independent arrangement directly with TRG. For a detailed list of these services, please see the TRG Fees for Additional Services document or contact ArtsFund (the “Cultural Resource Collective administrator”).
- TRG and the Cultural Resource Collective may use Participant’s aggregate data (data that has been processed by TRG so that it does not identify any individual person or organization) for research, but may not use, sell or disclose individual data without my prior consent.

To participate in this program, Participant agrees to the rights and responsibilities of permission-based data-sharing. Specifically, Participant understands that:

- Data (lists) can only be shared with the express permission of the participant that provided the lists.
- Under the contract terms between the Cultural Resource Collective administrator and Participant, data transfers can only be transacted once the requesting participant receives express permission from the participant that provided the lists.



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- Under no circumstances will the Cultural Resource Collective or TRG Arts share, deliver, or export any data or single list from the compiled database without the express consent and permission of the Participant that provided the list; there are no exceptions to this requirement.
- Any information on a data list that Participant receives from another participant (other than information previously known to Participant) is both proprietary and confidential, and such data is limited for one time use only to Participant.

As a member of the Cultural Resource Collective, Participant agrees to do all of the following prior to receiving access to eMerge:

- Complete the membership survey
- Complete required USPS form (PAF) to allow TRG to perform National Change of Address (NCOA)
- Attend a submission demonstration provided online by TRG
- Submit data in the required format by the due date
- Review the segment inventory sent by TRG to ensure accuracy in their list submission prior to posting in eMerge
- Attend an eMerge basic training session provided online by TRG to ensure understanding of the system's functionality

Once Participant has been given access to eMerge, in order to ensure the best experience for Participant and other participants, Participant will:

- Respond to requests for list trades;
- Notify ArtsFund of any changes to any of the information listed above; and
- Agree to mail materials to patrons from each traded list only once and for the purpose expressed when requesting the data.

This Agreement shall take effect on the date that data is submitted to TRG and continue for a period of twelve months. By signing below, Participant agrees to the above terms of membership in all list-trading transactions.

Participant

Cultural Resource Collective  
By ArtsFund, Administrator  
Graham Mills,  
Cultural Resource Collective Coordinator

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please provide all requested information, read the terms carefully,  
sign and date this agreement and return  
to ArtsFund.