Participant Agreement Form for 2018-2019 Membership Year

Name of Organization “Participant”:

Contact Name:

Contact Title:

Email:

Phone:

As Participant in the Cultural Resource Collective (“CRC”) 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 CRC will provide the following services free of charge 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, Data Center.
- Participant can use Data Center through the public internet to build dynamic direct mail lists by selecting geography, the desired lists/segments available within the cooperative database, and demographic variables (supplied by TRG).
- Fees due to TRG may be incurred by Participant for additional services that expand Participant’s use of Data Center and the CRC. These services are separate from this Agreement and necessitate an independent arrangement directly with TRG. For a detailed list of these services, please visit TRG’s website.
- TRG and the CRC may use my 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 CRC administrator and Participant, data transfers can only be transacted once the requesting participant receives express permission from the participant that provided the lists.
• Under no circumstances will the CRC or TRG Arts share, deliver, or export any data or 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 CRC, Participant agrees to do all of the following in order to ensure the best experience for Participant and other participants:
• Complete required USPS form (PAF) to allow TRG to perform National Change of Address (NCOA)
• Respond to requests for list trades in a timely manner
• Notify ArtsFund of changes to Participant organization’s users and contact information
• Agree to mail materials to patrons from each traded list only once and for the purpose expressed when requesting the data
• Pay annual membership fee

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

**Membership Term:** July 1st, 2018-June 30, 2019

Participant: ____________________________

Cultural Resource Collective
By ArtsFund, Administrator
Katy Corella,
Cultural Resource Collective Coordinator

____________________________________  ____________________________
Signature                                   Date

____________________________________  ____________________________
Signature                                   Date

____________________________________  ____________________________
Print Name                                   Print Name

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