



EXHIBIT D: POLICIES GOVERNING THE APPROVED USE OF THE AMA PHYSICIAN PROFESSIONAL DATA (AMA DATA aka AMA-PPD)

1. The AMA Data will be made available only for communications which are germane to the practice of medicine, its scientific or socioeconomic aspects, or of interest to the physician as a consumer.
2. The AMA Data will not be made available for use in connection with contacting by mail, facsimile, telephone, email, or programmatic marketing (an advanced marketing strategy that uses an automated, real-time bidding process that purchases ad) or digital advertising physicians who have a "no contact" designation indicated on their records, with the exception of health hazard warnings or drug recalls, which should be sent to all physicians. All "no contact" designations shall be honored at all times.
3. The AMA Data will not be made available for use in connection with the dissemination of distasteful materials.
4. The AMA Data will not be made available for use in connection with publicity or advertising which might imply, through copy or layout, AMA endorsement of an organization, its products or services.
5. The AMA Data will not be made available for any communication which would tend to mislead, misinform or deceive.
6. The AMA Data may be made available for communications regarding investments, securities or income opportunities subject to the following conditions. In the event that said investment, securities or income opportunities are subject to registration requirements under either state or federal law, DBL shall be responsible for providing satisfactory evidence to the AMA that said registration is effective at the time approval of any advertising relating to said investment, security or income opportunity is requested. Client must submit all such communications to DBL for AMA approval.
7. The AMA Data will not be made available for any communication involving the promotion of the use or sale of any tobacco product. The AMA Data will not be made available for any communication involving the promotion of the sale of beer, wine and other spirits. In

addition, the AMA Data will not be made available for any communication involving the incidental advertising of the use or sale of any tobacco product. Notwithstanding the foregoing, the AMA Data may be made available for communications involving the incidental advertising of the sale of beer, wine and other spirits and communications containing editorial copy which refers to the use of tobacco, beer, wine and other spirits.

8. The AMA Data will not be made available for any communication involving the offer of a gift with a value over \$100 in connection with promotion of a drug product, catalogue of drug products or medical equipment and devices. The AMA Data may be made available for communications on drug products, catalogues of drug products, or medical equipment and devices, involving trade discounts, when such discounts are applied to drug products, medical equipment, or medical devices.
9. In all uses of physicians' names, the user must list the physician with the name followed by "MD" title, or "DO" title, according to the professional degree recorded in the AMA file. The physician's name is not to be rearranged to a mailing name of "Doctor" or "Dr.", etc. (except in an actual letter salutation and letter paragraphs) .
10. Client shall not classify a physician included in the AMA Data along ethnic and/or religious lines on the basis of surname; unless such classification is specifically germane to the practice of medicine.
11. The AMA Data shall not be used to train artificial intelligence (AI) models, machine learning algorithms, or for data enrichment purposes without the express written consent of the AMA.
12. The AMA Data shall not be made available for use in connection with contacting resident physicians, defined as individuals at any level in a graduate medical education program, including subspecialty programs, at their place of business. The AMA Data cannot be combined with secondary data sources for the purpose of facilitating such contact.