

# **ACADEMY OF LASER DENTISTRY**

## **POLICY ON ACCURACY OF INFORMATION ABOUT COMMERCIAL PRODUCTS**

The aim of this policy is to help ensure that ALD only presents accurate information about commercial products. This policy intends to protect the reputation of the Academy of Laser Dentistry, its members both individuals and corporate members.

Therefore:

- I. Board members of ALD may not make negative comments about commercial products when speaking on behalf of ALD unless the negative comment is approved in advance by the Board.
- II. If a complaint is received about negative comments made by ALD speakers during a presentation, the ALD board will review the facts and determine whether the speaker should be invited to speak at ALD conferences or other dental meetings on behalf of ALD in the future.
- III. Negative comments about products by authors for ALD publications should be reviewed in advance of publication to assess the risk of a claim of business defamation.