

# Confidentiality Rules

Everything in the community is confidential — from any source, in any format.

## YOU MUST FOLLOW THESE RULES:

- 1 All community content is confidential, including informal conversations.** This includes emails, discussions, calls, documents, audio recordings, files, and everything else you receive from the community. This means no forwarding, quoting, copying, or reposting information — inside or outside of your company. You may not allow anyone to access your member login or messages. Casual and informal conversations are also confidential.
- 2 Community content must not be shared without explicit consent.** Assume everything is confidential unless the person who provided the information specifically tells you otherwise.
- 3 The identities of participants in a conversation are confidential.**
- 4 Only members who were in a specific conversation may receive details of that conversation.** You can't share information with members (at your company or other companies) who weren't in that conversation unless you have explicit permission.
- 5 Do not share community content with co-workers.** If they have not signed a confidentiality agreement for this community, they may not see our content (even if they are a member of another community).
- 6 Outsiders may never, ever see community content.** This includes vendors, partners, agencies, consultants, journalists, the public, or anyone else.
- 7 You must follow our Appropriate Use Rules to share what you learn.**

*Members who violate the confidentiality rules will be removed from the community, and their company's membership will be cancelled without refund. You are bound by these rules even if you leave the community.*

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## Appropriate Use Rules

**The Appropriate Use Rules are the only way you are allowed to share the knowledge you gain from the community. The rules are:**

### SUMMARIZE

You can summarize the big ideas, concepts, and what you learn. That means you need to rewrite or restate it in your own words. Don't use any original quotes from community communications.

### ANONYMIZE

You may never share identifying information about other members, or say anything that would allow someone to figure out identities. You can use generalities like "a major tech company." You cannot say, "I was talking to Susan Jones at XYZ Company, and she said \_\_\_\_\_." You can credit the community, and the full list of member companies is public.

### ASK PERMISSION

If you're not sure what can be shared, ask permission from the member who gave you the information. If you ever have a question, clear it with staff before sharing. Be cautious — avoid any gray areas.

# We only do one thing: Conversations you can't have anywhere else.

This is where you ask, "Hey, what are you doing about \_\_\_\_\_?" You get answers, when you need them, from senior-level people like you. Everything's facilitated — on topic, distraction free, and confidential.

## All you have to do is ask the question.

There are five easy ways to start a conversation:

- 1 **Come to a meeting** where we have deep discussions, build relationships, and talk about those things you can only discuss face-to-face in total confidentiality.
- 2 **Hop on a call** to talk through the most important topics of the week in a facilitated discussion with a trusted group of fellow members.
- 3 **Email the members** when you need a quick answer.
- 4 **Ask anonymously** to share sensitive questions. Staff will get it to the group for you.
- 5 **Talk to the staff** when you need help but aren't sure where to start.

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## We set up the conversations.

The four ways members help each other:

### FAST FEEDBACK

Post a question, get an answer by email.

### COMMUNITY CALLS

Facilitated phone discussions on deep issues.

### BOARD MEETINGS

Off-the-record conversations you can only have in person.

### DIRECT DISCUSSIONS

We introduce you to a member who can help.

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## And nothing else.

We eliminate all the distractions. We take care of everything so you can focus on the conversations. We won't ask you to do anything else, and we don't offer anything else.