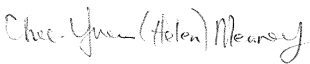




Policy Title: CORPORATE IDENTITY/COMMUNICATIONS AND PUBLIC IMAGE		Policy Section: II Executive Limitations	Policy Number: II-50
Approved By: Board of Directors	Date Approved: May 3, 2007	Date Reviewed/ Revised: May 7, 2012 May 15, 2017 May 12, 2022 Sept 15, 2023	President's Signature: 

PURPOSE

To outline the Board's executive risk boundaries for the Registrar & CEO regarding CMLTO's Corporate Identity/Communications and Public Image.

BACKGROUND

The CMLTO corporate identity, corporate communications and public image are key components of the reputation of the CMLTO and considered to be valuable assets by the Board. They are manifested in multiple ways and must always represent the values, vision, and Ends Policies (Critical Outcomes) of the CMLTO. The CMLTO Board of Directors recognizes that corporate communications are integral to sharing CMLTO values related to equity, diversity, inclusion, and justice.

POLICY

The Registrar & CEO shall not cause or permit harm to the corporate identity, public image, and reputation of CMLTO.

Accordingly, they shall not:

1. Change the organization's name, logo, and corporate seal or alter the organization's identity without Board approval.
2. Operate without a high standard for external communications, including an effective corporate communications/public relations approach which is accessible and inclusive in its presentation.
 - 2.1 Operate without striving to communicate the CMLTO values related to equity, diversity, inclusion, and justice in the context of CMLTO's purpose, Ends (Critical Outcomes), and key regulatory processes.
3. Operate without making information regarding key Board decisions available and easily accessible to the public, registrants, and the relevant careholdership/ownership unless the Board considers the information confidential.

