

## Third-party communications guidelines for using my mhealth design assets.

1. **Permission:** You should obtain permission from my mhealth before using design assets for third-party communications. This permission should be obtained in writing and should clearly state the terms of use.
2. **Attribution:** Whenever you use mhealth design assets created by someone else, you should always provide attribution to the owner of the assets. This attribution should be prominently displayed and should clearly identify the owner of the assets my mhealth (logo/ brand name).
3. **Modifications:** You should not modify the mhealth design assets without permission from the owner of the assets (my mhealth). If you do modify the assets, you should clearly state that they have been modified and provide attribution to the original owner.
4. **Context:** When using mhealth design assets for third-party communications, it is important to consider the context in which they will be used. Make sure that the assets are appropriate for the message you are trying to convey and that they are not being used in a way that could be considered offensive or inappropriate.
5. **Compliance:** You should comply with all applicable laws and regulations when using mhealth design assets for third-party communications. This includes, but is not limited to, laws related to copyright, trademark, and privacy.
6. **Branding:** If you are using my mhealth design assets as part of your branding efforts, make sure that you are consistent in the use of these assets across all of your communications channels. This will help to reinforce your brand and make it more recognizable to your audience.
7. **Quality:** When using mhealth design assets for third-party communications, make sure that they are of high quality and appropriate for the medium in which they will be used. For example, images should be high-resolution and videos should be professionally produced.
8. **my mhealth has the right to protect its intellectual property and brand image.** This includes the right to recall or stop the use of any third-party communications that reference the likeness or intellectual property of my mhealth apps or products. Third-party communications that reference my mhealth apps or products without permission can damage the company's reputation and confuse customers. It is

important for my mhealth to maintain control over its brand image and ensure that all third-party communications accurately reflect its values and messaging.

If my mhealth becomes aware of any third-party communications that reference its apps or products without permission, it may choose to recall or stop the use of those communications. This may involve sending cease and desist letters or taking legal action against the offending parties.

By exercising its right to recall or stop the use of unauthorized third-party communications, my mhealth can protect its brand image and ensure that all messaging related to its apps and products is accurate, consistent, and aligned with its values.

By following these guidelines, you can ensure that your use of mHealth design assets for third-party communications is both effective and ethical.