

The charity chooses to work with the pharmaceutical and medical device industry because we believe that we have a shared interest in raising awareness of the condition, educating healthcare professionals and improving access to care and treatment. Some of the companies that we work and that fund our projects also produce medicines and devices that are used by people with cardiomyopathy and this has the potential to cause of conflict of interest.

We manage this potential conflict of interest by working according to the following key principles:

1. Financial support from industry can only be accepted where no attempt is made by them to influence the charity's policy, direction, or services.
2. The charity will not accept support from industry to fund activities that lie outside of its strategic plan or overall objectives.
3. Where possible the charity will seek support from a number of industry partners for any given project.
4. The total income received from industry should not be more than 20% of the charity's total income in any year.
5. The charity will be open, transparent and honest in response to any public or media enquiry concerning its relationship with industry partners.
6. The charity will pro-actively declare any conflicts of interests when providing submission to the National Institute for Health and Care Excellence (NICE) and the Scottish Medicines Consortium (SMC), the bodies that decide on whether a treatment is available on the NHS.
6. The charity's Board of Trustees, and Clinical Advisory Group, must remain independent. Should any individuals conflicts of interest arise these must be declared.
7. Industry partnerships must follow The Association of the British Pharmaceutical Industry (ABPI) Code of Practice or other relevant codes of practice.