

## **Mentorship Agreement (Terms of Use)**

Our goal for the Canadian Marketing Association (CMA) Mentorship Program (henceforth Mentorship Program) is that Mentees will make professional connections, get “insider” information and advice, feel more confident in professional communications and networking, learn about job and internship opportunities, and have a “go-to” person to run ideas by.

Mentees are matched with Mentors based on areas of interest. By participating in the program, I agree to the following terms and conditions:

- \* I understand that I am voluntarily entering into a mutually beneficial relationship. I agree to meet with my mentoring partner to meet as needed over an academic year.
- \* I understand that the majority of the time needed to formally complete the program may be spent mostly in meetings (in person/phone/video conferencing), not emails or text messages. The goal of the program is to have actual conversations about various topics, share knowledge, experience and expertise.
- \* I will commit to completing the various activities provided throughout the program. I will take notes and complete the goals and tasks my mentoring partner and I define and will complete an evaluation at the conclusion of the program.
- \* I will keep open lines of communication with my mentoring partner and inform them of any changes that may affect my participation in the program. I understand that discussions that occur between my partner and I will remain private and confidential, and no information will be shared with third parties without the express permission of each partner. In relation to that, I do understand that some information entered in the online mentoring platform will not be confidential as it will be available for program managers to review in order to assess the overall program effectiveness and participant satisfaction.
- \* If I decide to withdraw from the program I will inform my mentoring partner and the program manager.



\* There are many benefits for being a Mentor or Mentee but neither party is entitled to any form of payment.

\* Mentees are to understand the limits of mentoring in that it is for supporting the Mentee's development. Mentors should acknowledge that they are not counselors and should make a referral for the Mentee when advice is needed for areas outside of the scope.

### **The MentorEase Platform and the Privacy of Personal Information**

The Mentorship Program is managed using a web application (Platform) called MentorEase that has been customized especially for this program. MentorEase is a product of a company called Giant Step Inc. located in Toronto, Ontario, Canada. Personal information provided by program participants will be stored in server facilities provided by Microsoft located in Canada.

CMA and MentorEase will take all reasonable steps to ensure that the Canadian privacy laws are complied with by recipients of the personal information.

CMA, its staff, volunteers, contractors, or agents, will not be liable for the recipient's breach of Canadian privacy laws for the information they provide on the Platform. Further, Users may not be able to seek damages under those laws.

By participating in the program, I agree that my name, employment background, skills, and topics of interest could be made available to other participants. Also, my contact number and email address will be made available to my mentoring partner or potential partner through the Platform. This information will be shared for the purpose of matching and so that Mentors and Mentees can connect and will adhere to the Mentoring Program Privacy Policy.

I agree not to use the online Platform for any purpose that is unlawful. Further, I agree not to act in any way that might burden, impair, disable or damage the Platform itself or other participants of the Platform.

### **Breaches of the Terms & Conditions**

Any breach of the terms and conditions mentioned here may result in removal from the Mentoring Program at the discretion of the program manager.



The parties involved may be given the opportunity to comment prior to a decision being made should a breach be found.

**Contact for Concerns, Complaints or Questions**

The Mentorship Program is provided by CMA. If you have any concerns, complaints or questions, please contact [mentorship@thecma.ca](mailto:mentorship@thecma.ca).

We endeavour to respond to any inquiry in a timely manner and any actions taken are at the discretion of CMA management.