

# siam<sup>®</sup> Mailing List Rental Agreement

This agreement, made this \_\_\_\_\_ day of \_\_\_\_\_, between the SOCIETY FOR INDUSTRIAL AND APPLIED MATHEMATICS (hereinafter referred to as SIAM) and \_\_\_\_\_ (hereinafter referred to as the LIST RENTER) establishes the following terms and conditions:

The LIST RENTER will receive names and addresses from the SIAM database in electronic/digital format for the following promotion: \_\_\_\_\_, and agrees that these names are the exclusive property of SIAM. Because this list is valuable property and is of a highly confidential nature, the LIST RENTER agrees not to disclose, transfer, duplicate, reproduce, or retain in any form or manner whatsoever, all or any portion of the mailing list(s), nor permit any third party, agent, employee, or contractor and their respective agents and employees to do so.

**The one time (only) use of a list(s)** shall be limited solely and exclusively to the agreed-upon offer as described in this letter of agreement and the sample mailing piece provided to SIAM. If multiple usage is required, SIAM must be advised beforehand of the details, including the date of the mailing, and the LIST RENTER must pay for such usage.

SIAM agrees to provide an email attachment directly to the mailhouse or service company designated by the LIST RENTER which may be responsible for the merge/purge of the SIAM list with any other list(s). This third party must agree to all of the above conditions set herein and authorized below by a duly appointed representative.

**Mail piece makes no claims or implications that the offer or organization is in any way endorsed by SIAM, and should not include the SIAM organization's name or logo, without prior written approval from SIAM.**

List Renter \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

Mailhouse \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

List Owner \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_