



**NORTH CAROLINA**  
DENTAL SOCIETY

**ADA**<sup>®</sup>

## **Editorial Policy**

The purpose of North Carolina Dental Society publications, including but not limited to the quarterly NC Dental Society Gazette and the bi-weekly electronic newsletter, e-Bite is to share information with NCDS members that informs them about topics of interest, provides value to them relative to their profession and their practice, and helps them be successful in their profession.

We will consider publication of articles received from contributing authors, vendors and other commercial entities so long as the material is not perceived to be promotional for the author or the organization. Further, we will delete language that promotes a specific business, service or product. We will allow the author/organization credit at the conclusion of the article.

The NCDS Executive Director serves as Managing Editor of NCDS publications. Articles considered for publication are reviewed by the NCDS Managing Editor and Assistant Editor who have primary responsibility for implementing this editorial policy. From time to time, the Managing Editor or Assistant Editor may consult with the NCDS President in order to resolve potential editorial questions.

The NCDS editorial team strives to work collaboratively with contributing authors, but reserves the right to edit or rewrite articles as necessary to engage our readership. We also reserve the right to decide at any point in the process not to publish an article.

All statements of opinion and of supposed fact are published under the authority of the author. They are not to be accepted as the views of the NCDS or its subsidiaries unless such statements have been expressly adopted by the NCDS.

NCDS has a policy of strict compliance with federal and state antitrust laws, which prohibit agreements among competitors that restrain trade and is firmly committed to the principle of competition served by the antitrust laws, and good business judgment demands that every effort be made to assure compliance with all applicable federal and state antitrust laws and trade regulations. In general, beyond the protected right to petition government or the courts, NCDS activities and communications shall not include any discussion or action that may be construed as an attempt to:

- Raise, lower, or stabilize prices or fees;
- Allocate markets, territories, or patients;
- Prevent any person or business entity from gaining access to any market, or to any customer or patient;
- Boycott any person or business;
- Foster unfair trade practices;
- Assist in monopolization, or attempts to monopolize; or
- Otherwise violate applicable federal or state antitrust laws and trade regulations.

The Managing Editor shall seek the advice of legal counsel prior to publishing any article that contains information with perceived potential to violate antitrust laws.