

**Maryland Emergency Management Agency
Private Sector Integration Program**

Rules of Engagement

The Private Sector Integration Program (PSIP) established by the Maryland Emergency Management Agency (MEMA) is intended to better facilitate communication, situational awareness, and information sharing between MEMA and organizations of the private sector. The mutual benefits derived from engagement in the PSIP are conditioned on the acceptance of the “rules of engagement,” which are set forth below:

1. **Procurement** – The PSIP is not intended to, and will not be used to, undercut existing vendor contracts or replace existing procurement procedures. The PSIP is intended to open communication lines to foster a better working partnership for supporting all of Maryland’s communities.
2. **Good Standing** – To participate in the PSIP, the organization represents and warrants that it is qualified to operate within the State of Maryland and that it will take such action as necessary to remain qualified.
3. **Marketing and Publication** – Marketing and solicitation of sales directly to MEMA, through any part of the PSIP, is prohibited during emergency events, when the Business Operations Center (BOC) is activated. Limited publication of a PSIP member organization’s association with the PSIP/BOC is acceptable, so long as that publication has the approval of the PSIP Liaison at MEMA.
4. **Logos and Identification Marks** – PSIP member organizations shall not use official MEMA logos, shields, identification badges, or marks in press releases, publications, promotional materials, or similar public facing material without the permission of the PSIP Liaison at MEMA.
5. **Contact Person** – MEMA operates on a 24/7 schedule during large scale emergency events and requests that each PSIP member organization provide at least one representative as the Business Emergency Contact who can meet that requirement during such periods of heightened activity.
6. **Access and Management of Credentials** - As a condition of membership in the PSIP, on behalf of your organization you agree to:
 - a. Provide true, accurate, current, and complete information about yourself/company (the "Registration Data") when prompted.
 - b. Maintain and promptly update the Registration Data when changes occur.
 - c. Maintain the confidentiality of your account username and password if you select to have an OSPREY Business account.
 - d. Use the PSIP only for purposes directly related to the conduct of official business.

In addition:

- a. If you provide any information that is untrue, inaccurate, not current, or incomplete, or if MEMA has reasonable grounds to believe that such information is untrue, inaccurate, not current, or incomplete, MEMA has the right to limit engagement and access to PSIP components.
- b. MEMA will not sell or release any PSIP member organization or individual data to any third party.
- c. Any PSIP member organization or individual representative may discontinue participation in the PSIP at any time.
- d. MEMA may discontinue/terminate participation of a PSIP member at any time.