FEDMA AISBL – STATUTES
Adopted 26/06/2019

FEDMA’S MISSION IS TO:

Protect the European direct and interactive marketing industry in the interests of our Members. FEDMA aims to encourage European and national institutions to create and maintain a healthy commercial and legislative environment within which the industry and our Members may prosper.

Promote the direct and interactive marketing addressing its Members, governments, media, businesses, and consumers. FEDMA encourages self-regulation, industry standards, certifications, and the implementation of high ethical standards. FEDMA also advocates innovation, new technologies, and an exchange of knowhow and ideas.

Inform Members, governments, media, businesses, and consumers. FEDMA strives to foster education and training for the sector. FEDMA aims to advise its Members on new legislations. It strives to communicate new trends and new developments in the industry.

Article 1 – Name
1. An international association has been formed and named “Federation of European Direct and Interactive Marketing Association AISBL”.
2. The abbreviated version is “FEDMA” AISBL. The acronym, FEDMA, is written in capital letters in all languages.

Article 2 – Registered Office, Registrations & Publication in Moniteur Belge
1. The registered office of the association is located in the court district of Brussels-Capitale. It is currently located 43, Avenue des Arts, B-1040 Brussels, Belgium.
2. Any new address of the registered office of the association (the "offices") must be published in accordance with applicable law.

Article 3 – Working Language
1. The working language of FEDMA is English. All internal documents, data base entries, electronic means and other information must be written in English.
2. The association must communicate with the national authorities in the required official language as required by law. All of the related official documents must be translated into plain English and filed at FEDMA with the official version. These English translations will have no legal validity.

Article 4 – Duration
The Association is constituted without limits as to its duration.

Article 5 – Objectives and Activities
1. The association is a non-profit organization.
2. The association is focused on the companies making up, being client of or serving the European direct and interactive marketing industry.
3. Its objective is to inform, promote and protect the Members of the association:
   3.1 It is to develop, deepen and disseminate the knowledge concerning the use of direct and interactive marketing
   3.2 It is to provide a hub for an exchange of ideas and contacts and to create a strong brand that helps the cause of the Members.
   3.3. It is to develop and promote the technical quality and effectiveness of the direct and interactive marketing industry
   3.4. It is to foster the acceptance and usage of direct and interactive marketing in Europe and, if it potentially serves the benefit of its Members, outside of Europe.
   3.5 It is to advocate the interests of the direct and interactive marketing industry with European institutions, national institutions, NGOs and other political stakeholders.
4. To achieve these goals, the association may engage in the following activities, notably:
   • Any action that can potentially increase the awareness of the economic significance of the direct and interactive marketing
   • Any action to provide a regular flow of business or economic information to the Members of the association
   • Any action to ensure that the standards of operation and good governance principles adopted by Members of the association are implemented in the association and its industry. Related processes and responsibilities have to be continually under review, reported upon and improved where relevant
   • Any action to cooperate, with other relevant trade bodies and Marketing Associations, if this potentially serves the interests of the Association
   • Any action to support an innovation-friendly, liberal, and competitive environment for
Companies employing direct and interactive marketing techniques or providing services to such companies

- Any action to instil a high level of confidence and trust in the industry. This includes to promote the integrity of, and uphold the rules governing advertising and marketing. The association may engage in related activities among regulators, users of direct and interactive marketing techniques, and customers of direct and interactive marketing (e.g. develop and promote self-regulatory regimes, codes of conduct, certifications)
- Any actions that ensure that its Members’ interests are professionally and consistently represented to all European institutions, political organizations, and other relevant policy makers and opinions formers

5. The association may undertake any activity directly or indirectly contributing to the fulfilment of the aforementioned non-profit-making goals. The association may, among others, develop additional economic activities (such as publications, organization of events...) to the extent that the revenues arising from these activities are used to promote the non-profit making aims of the Association. Its actions are to solely serve the interest of its Members.

Article 6 – Membership

Admission

1. Any legal entity corresponding to one of the Membership subcategories and who wants to become a Member of the association must send a written Membership request.
2. The board will rule on first instance on its potential admission.
3. The applicant may apply to the General Assembly should the board refuse the Membership for a revision of this decision. The General Assembly will only rule on this at the regular annual General Assembly.
4. In case of any positive decision, the status of Member and the related Membership benefits shall be granted upon full payment of the subscription fee

Article 7 – Membership:

Eligibility

1. The association is open to any legal entity engaged in the field of direct or interactive marketing in the broadest sense of the term.
2. Legal entities can only join the association if they are validly incorporated and validly existing under the laws and practices of their country of origin.
3. All Members being companies or organizations established in a European country with a DMA affiliated to the association must, save as otherwise provided, be also Member of this DMA.
4. The Membership is in general limited to the legal entity that underwrites the Membership contract. Subsidiaries do not have the Membership rights of the parent company, unless the subsidiary becomes a Member itself.
5. The association may undertake any activity directly or indirectly related to the interests of its Members.

Article 8 – Membership:

Representation of Legal Entities

1. Each member must address in writing to the Board of the association the name of the individual who is entitled to represent the member towards the association.
2. The Board shall file the full written authorization in a Membership registry.

Article 9 – Membership:

Groups and Categories

The Association is composed of effective Members and supporting Members, each of these Membership groups being composed of various subcategories as described in the present statutes. Any reference to the Members in the present statutes, without any further indication, applies without distinction to effective Members and supporting Members.

Article 9a - Membership:

Effective Members

1. Only effective Members are entitled to vote at the General Assembly.
2. The association has the following subcategories of effective Members

2.1 National DMA’s from wider Europe

2.1.1 National direct and interactive marketing associations (in abbreviated form)

- «DMA’s»
- active at national, whose Members represent a material part of the direct and interactive marketing industry in their country.

2.1.2 To be admitted in the association, the national DMA’s must themselves allow the admission of companies that use interactive and direct marketing, that are related to the internet and media industry, and services providers to these industries.

2.1.3 Organizations of this subcategory are electable to the three specific seats available for them on the board of directors.

2.2 Company Members

Companies and other legal entities that are not DMAs, having an interest in direct and interactive marketing and that want to support the common aims of its Members as laid out in these statutes.
3. Other associations and universities and colleges can be admitted as supporting members.

**Article 10 – Rights and Benefits of Members**

1. Members have the rights bestowed on them by their Membership category and in accordance with the statutes and by-laws.
2. Effective Members have the right to ask questions and to be heard on each General Assembly duly convened.
3. Effective Members have the access right to the Membership section of the association’s web site.
4. Effective Members have the right to join committees.
5. Effective Members have the right to vote on the General Assembly.
6. Effective Members have the right to be supported in achieving the objectives of the association.
7. Effective Members have the right to make their Membership public and to use the logo of FEDMA.
8. Effective Members have the right to access the registered office of the association during office hours and generally any event of the association.
9. Effective Members are eligible for a seat on the board.
10. The board will report in writing at each annual General Assembly on the status of the decisions made by the last General Assembly and in particular detailing constraints, next steps, estimated costs and completion dates, and responsibilities.

**Article 10a – Duties and Obligations of Members**

Every Members is obliged to,
1. Publicly and actively support the objectives of the association.
2. Comply with lawful decisions of the association, the self-regulatory codes the Members of the association have adopted, and the applicable national and international laws in their area of business.
3. Actively support the operative activities of the board and staff that execute the decisions of the General Assembly.
4. Not represent or speak on behalf of the association.
5. Notify the association of any change of address, name, or of its official representatives.
6. Practice and encourage others to practice in a professional, competent and ethical manner that will reflect credit on the industry, the association, and the profession.
7. Pay its Membership fees and other payments in due time.

**Article 11 – Subscription Fees, Assessments and Late Payment Fees**

1. Members of the association must pay a subscription fee which will be determined on a yearly basis by the Board and submit for approval at the General Assembly. Subscription fee will vary according to the subcategory of membership.
2. The General Assembly can also decide of extraordinary payments for specific project that will be invoiced separately to all members.
3. Unless the Board decides otherwise, members are obliged to pay the full annual subscription fee for the running financial year, regardless of when in the year they become a Member or leave the association. The same obligation applies to assessments that have been decided within a year.
4. In exceptional circumstances, the Board will decide upon request of the Members to temporarily reduce their Membership fee.
5. The subscription fees are due on the 1st January for each calendar year. Fees must be paid within 60 days.
6. Any member which has defaulted to pay its full annual Membership fee or other payments due to the association loses all benefits related to Membership if it has not paid it within 14 calendar days following a notice to pay sent by registered mail, unless the Board decides otherwise.

**Article 12 – Logos, Certificates & “Corporate Identity”**

Only effective Members may reproduce or use the association’s logo. The board can grant supporting Members to reproduce and use the association’s logo.

**Article 13 – Withdrawal and exclusion of Members**

1. Any Member wishing to resign must give written notice by the 30th of June of the year preceding their withdrawal by registered mail. Members who fail to give such written notice by the 30th June will be liable for the full of subscription fee until expiry of the full financial year following notice of their withdrawal.
2. A member which resigns loses all rights defined in these Statutes. The loss of these rights starts as from the beginning of the year following that one he paid his membership fee for when the association’s offices have received the notification unless the Board decides otherwise.
3. Upon recommendation of the Board, the General Assembly may decide to exclude a member in case of:
   - failure to comply with applicable regulations or the statutes
   - failure to pay annual subscription fee despite notice of default sent by the [board/the general manager]
   - actions or behavior which could prejudice the interests of the Association
   - serious breaches of the Association’s codes of conduct
   - loss of the membership from a national DMA further to exclusion or withdrawal
   - Bankruptcy, arrangement with creditors or any similar procedure under national law.

The General Assembly rules on the exclusion by simple majority, after having heard the member whose exclusion is contemplated.

Termination of membership is notified by registered mail. The excluded member loses all the rights arising from these statutes upon reception of such letter.

**Article 14 – General Assembly: Composition and Powers**

1. The General Assembly is composed of all effective Members of the association. The supporting Members are allowed to attend meetings with advisory capacity. The supporting Members have no voting rights.
2. The president, or co-presidents, chairs the General Assembly. If the president is unable to attend the meeting he delegates his
chairmanship to the vice president or another director. If both co-presidents are unable to attend the meeting they delegates their chairmanship to another director. If no delegation has been made the oldest director present chairs the General Assembly.
3. The General Assembly is the sovereign authority of the association. It has all powers of the association, notably:
- Examination and approval of the budget, the yearly accounts, and the external financial statement.
- Nomination and revocation of the directors.
- Nomination and selection of the auditor.
- Determination of the Membership fees, extraordinary payments, and late payment fees.
- To decide about the dissolution of the association.
- Amendments to the statutes.
- Exclude Members.
- Admit members whose candidacy was refused by the Board.
- In general, to approve and comment on activities of the directors as well as to be informed and decide about any activity of the association.

Article 15 - General Assembly: Convening, Required Information, Structure of the Meeting
1. Convening
1.1. The General Assembly is to be held at the venue decided by the board, and at the date and time indicated in the convening notice.
1.2. The General Assembly is held at least once a year, on June 30 at the latest. The default date of the annual General Assembly is the 3rd Tuesday in May.
1.3. The board may convene an extraordinary General Assembly anytime the interests of the association require it. The board must also convene the General Assembly if requested in writing by at least 15% of the effective Members.
1.4. The Members are convened by the Board through ordinary mail, fax or electronic mean at least four weeks in advance.
2. Required information
2.1. The convocation must contain any information required by law.
3. The Structure of the Meeting
3.1. The agenda has to clearly describe the issues that are going to be raised by the board and the issues that Members have expressly requested.
3.2. Members may ask the Board to put item at the agenda of the General Assembly at the latest 4 weeks prior to the relevant General Assembly. If the Board agrees, a new agenda will then be circulated 2 weeks prior to the General Assembly.

Article 16 - General Assembly: Attendance and Voting Rights
1. Only the representatives of Members which have paid their full subscription fees and other due payments are allowed to attend and vote in the General Assembly.
2. The board may grant exceptional rights of attendance without voting rights.
3. Each fully paid-up effective Member is entitled to one vote.
4. Members who are admissible but are unable to attend may give a written proxy to be represented by another effective Member or a Director of their choice. A voting Member or director may not hold more than two proxies.

Article 17 - General Assembly: Quorum and Majority
1. The General Assembly may validly decide if at least 10% of the voting rights are represented. If this quorum is not met, a second convocation of the General Assembly is convened mutatis mutandis to the previous procedure within five weeks of the first General Assembly, with the same agenda. This General Assembly is validly constituted regardless of the number of the voting rights present or represented.
2. Unless these statutes provide for a specific majority, decisions of the General Assembly are made by simple majority.
3. Abstentions or invalid votes are not taken into account for calculating the majority.
4. Any modification of the statutes is decided by the General Assembly by a majority of three-quarters (3/4), except the modification of the registered office, such decision being made by simple majority. Any modification of the statutes will undergo the administrative procedures of approval and/or publication as provided by the applicable Belgian law.

Article 18 - General Assembly: Long-Distance Voting, Questions, & Right To Be Heard
1. Upon special and explicit authorization of the board mentioned in the convening notice, any effective Member may submit its vote, questions or statements using the postal or electronic form provided with such notice. Such a procedure is only valid if it guarantees the correct identification of each Member and the reliability of the vote.
2. However, this procedure may not be used for the annual reunion of the General Assembly nor for decisions of the General Assembly that require the support of a notary.

Article 19 - General Assembly and Meeting of the Board: Publicity of the decisions
1. Decisions of the General Assembly and board are kept in a register of the association’s deeds and on the Membership section of the association’s web site, in the form of minutes signed personally by the president, or co-presidents, and the scribes.
2. This register is kept at the registered office where it is available for all Members. The association’s web site contains a digital archive of these minutes. These minutes can be downloaded by any paid-up, effective Member. The minutes must be made available within 30 calendar days after the meeting was held.
3. The meeting minutes will be drafted by the general secretary and countersigned by the President or co-presidents and the representatives of two Members who are not directors and who have been elected as the official scribes at the very beginning of the General Assembly.
Article 20 – Board: Composition, Eligibility, Term, & Election Process

1. The board is composed of a maximum of nine Members (the "directors").
2. The General Assembly on the following basis elects the directors:
   • Three directors are elected as individuals: The president, vice-president and treasurer, or two co-president and a treasurer. Those 3 individuals should represent different legal entities.
   • Six directors are elected among the effective Members.
   • In total there must be three directors coming from national DMAs and three directors coming from companies. In case of lack of candidates for a category, the AGM can decide of a different composition.
3. Candidates to the Board must provide a written summary of their objectives and priorities and a CV. Organizations must provide the name, function and brief CV of their official representative that is candidate. Applications to the three individually selected directors must announce for which position she or he wants to be elected, President, vice-president, or co-presidents or treasurer.
4. Directors are elected for a three-year term. A person working in a staff position at FEDMA is not eligible to become a director during his employment. The same apply for persons who work for the association as self-employed or consultant.
5. The election process is run in a staged process. The first election is the selection of the president or co-presidents. After the president or co-presidents has been elected, the vice-president (if needed) and treasurer are elected. In a third round the organizations are elected according to the remaining, applicable subcategory seats.
6. The vote must be secret.

Article 21 - Board: Resignation, Revocation, & Vacancy

1. Resignation of a director must be sent in writing with registered mail to the seat of the association, to the attention of the board.
2. Revocation of a director may be decided at anytime by a General Assembly. Such ad-hoc revocations require a 2/3 majority of the votes.
3. Notwithstanding ordinary law, a director can be revoked, among other to punish any action or omission seriously and materially hurting the association’s interests, in case of bankruptcy incapacity, jail sentence or criminal conviction.
4. In case of vacancy during a term of office, the board may recommend to fill the vacant position by choosing an interim director. The board has to ensure the respect of the positions’ distribution according to the subcategory as laid out in these statutes. Such new director holds office until the next General Assembly. The General Assembly then decides on the effective replacement until the end of the predecessor’s usual term.

Article 22 – Board - Powers

1. The board shall have full powers of management and administration, under the supervision of the General Assembly to which it is accountable. The Board acts in accordance with the decisions of the General Assembly.
2. The board is competent and authorized, among other things:
   • To rule on the application for admissibility of Members
   • To prepare the association’s detailed annual action and budget plan and to submit them to the General Assembly
   • To carry out the daily management of the association or to delegate the daily management of the association to one or more persons who are not board members
   • To hire external consultants
   • To appoint a general secretary of the association
3. The directors exercise their powers per default collectively.

Article 23 – Board: Roles of the President and the Treasurer

1. The president or co-presidents:
   1.1 The president or co-presidents represents the association externally, notably at European institutions and European non-governmental associations. He also directs the public relations activities for the promotion of direct and interactive marketing in general and for the association. He chairs the lobbying activities of the association at the administrative, political and civil society levels.
   1.2 The president or co-presidents has the authority to propose the general policy and strategy of the association, and to assign or change the specific and distinct areas of work of the directors (with the exception to the typical institutional roles of the treasurer).
   1.3 The president or co-presidents, works in close coordination with his fellow-directors and the staff. He/she/they may delegate duties to a general secretary, to another director, the association’s staff or to another person.
2. The treasurer is to prepare the external financial reporting of the association and to review the finances with the board in due time before submitting it to the General Assembly.
3. The vice-president has the responsibilities and authorities of a normal director. This changes either by explicit and documented delegation by the president or if the president is incapacitated to exercise his role. The change due to incapacity has to be approved by a confirmatory vote of ¾ of the directors. Mutatis mutandis if the vice-president is incapacitated the treasurer would be his replacement.

Article 24 - Representation

Notwithstanding the powers granted in the context of daily management or pursuant to possible special mandates, the association is validly represented in any judicial or extrajudicial act by the president or co-presidents, acting alone or by two directors acting jointly, who need not justify their powers to third parties.

Article 25 - Board: Meetings, Voting Rights, Quorum, and Minutes

1. The board meetings take place as often as the interests of the association requires it, but at least 4 times a year. Meetings take place upon prior notice given by the
president or co-presidents by ordinary mail, fax or electronic means at least 3 weeks before the meeting.

The president or co-presidents shall convene the board if so requested by at least three directors.
2. The president, or co-presidents, chairs the meeting.
3. On an exceptional basis, a director who is unable to attend the meeting may ask another director of her or his choice to represent him at the meeting with a written proxy sent by ordinary mail, fax or electronic means.
4. A director may hold two proxies for voting rights maximum.
5. The board may validly decide if at least half of its Members are present or represented, each director being entitled to one vote.
6. The resolutions are adopted by simple majority of the votes cast by the directors present or represented.
7. The resolutions are recorded in minutes signed by the President, one director and the scribe appointed at the beginning of the board meeting, or by the co-presidents and the scribe appointed at the beginning of the board meeting.
8. Minutes of the board are drated by a director who has been elected as the official scribe at the very beginning of the meeting.
9. The general secretary attends board meetings on the invitation of the president in an advisory capacity.

Article 26 – Board of Directors: Emergency Provisions
1. In exceptional and formally documented cases, duly substantiated by urgency and the association’s interest, the board may make its decisions in writing with the same majority and quorum rules as set out above. The votes shall be cast by ordinary mail, fax or email received on the day of the meeting at the latest, for items on the agenda only.
2. In even more exceptional circumstances that are extremely urgent and do not allow for any further delays, the board can convene on the phone on short and informal notice given by the president, or co-presidents, the vice-president or the treasurer.

Article 27: Conflict of Interest. Referral Fees, Additional Compensation Arrangements
1. Directors generally do not receive a salary. However, the General Assembly may decide to reimburse expenses of Directors made for the association and provide the treasurer, president and vice-president, or co-presidents, some compensation for their continuous efforts in the interest of all Members.
2. The directors and staff have to act solely in the association’s interest.
3. Conflicts of Interest:
   3.1 If a director, a general secretary or a staff member has, directly or indirectly, a conflict of interest with a decision or operational activity, she or he and anyone else from the association aware of this must formally notify simultaneously all directors. Fair and full disclosure must be made on all matters that could reasonably be expected to impair their independence and objectivity with respective duties to Members, prospective Members, directors and FEDMA staff. A disclosing person must ensure that such notifications are delivered in plain language, and communicate the relevant information effectively. Anonymous disclosures or notifications are valid.
   3.2 The written minutes have to detail the votes. The disclosures and minutes have to be collected and made available to all Members mutatis mutandis to the decisions of the General Assembly within 30 calendar days of the decision. These minutes must be signed by all directors who participated in the vote. Potentially conflicted directors may not vote on the decisions or operations involved.
4. Directors and staff Members must disclose in writing to their fellow directors and to the FEDMA Members, as appropriate, any benefit, consideration, or compensation, paid to, or received from, others for the recommendation of products or service or for making use of FEDMA’s Membership data base or specific knowledge related to the association’s activities and acquired through their relationship with FEDMA.
5. Directors and staff Members (including a general secretary) must not accept gifts, benefits, compensation, or consideration that competes with, or might reasonably be expected to create a conflict of interest with, the interest of the association or FEDMA’s Members.

Article 28: Committees
The board may institute various committees, in order to assist and inform it on specific matters. Typically the board determines their compositions and their powers. Membership of committees can open only to certain sub categories of members as defined by the Board. The committees must be under direct supervision of the board and are accountable to it.

Article 29: Secretary General & Special Mandates
1. The board can hire a secretary general as integral part and leader of the staff.
2. The board may delegate the daily management together with the association’s representation relating to this daily management in regular administrative issues (e.g. pay roll, landlords, and contracts with regular service providers, leading the staff) to a secretary general.
3. The appointed secretary general would formally report to the elected president, or co-presidents, of the association.

Article 30: Controlling: Operative Plan, Budget, Financial Reporting
1. All of the association’s activities have to be approved within the budgetary framework of the General Assembly.
2. All activities must be subject to managerial accounting and transparent controlling.
3. The accounting year begins on the 1st of January and ends on the 31st of December of each year.
4. Each year, six months after the close of the accounting year at the latest, the treasurer shall prepare the
Article 31: Annual Audit

1. The association has to be reviewed in an audit annually. The audit consists always of a review on the presentation of the financial statements and one changing specific area of the association’s operations. Which specific area is to be reviewed in a given financial year is to be proposed and voted upon by the Members during the annual General Assembly. The financial and operation review are made to enable change and improve the associations work for its Members in the future.

2. The task of formally auditing the association’s financial situation and yearly accounts and the regularity of the association’s operation included in these accounts has to be assigned to an external financial auditor or an external audit firm.

3. The external auditor is nominated by the General Assembly on proposal of the board – which sets, as the case may be, their stipend – among the Members of the Institut des Réseveurs d’Entreprises for a non-renewable three year term. Any external auditor may not have a conflict of interest with a director, staff member or a general secretary.

Article 32 – Duty of Loyalty, Prudence, and Care

1. The directors, the association’s staff and any Member acting in committees of the association have a duty of loyalty to the Association and must act with sensible care and exercise prudent and well-advised judgment.

2. The directors and the staff of the association must act for the benefit of the association and place the Association’s interest before their employer’s or their own interests.

3. In relationship with Members, the directors and the association’s staff must determine applicable fiduciary duty. They must comply with such obligation to persons and interest to whom it is owed.

Article 33 – Record Retention

1. The directors, the association’s staff, and any committees of the association must develop and maintain appropriate, well sorted, and transparent records to support their actions as organs, Members or employees.

2. It is the duty of the staff to maintain a transparent, well documented, and well sorted financial and managerial accounting regime.

Article 34 – Misconduct and Material Nonpublic Information

1. The directors, the association’s staff, and any Members acting in committees of the association must not engage in any professional demeanor involving dishonesty, fraud, or deceit. They must not commit any act that reflects adversely on their professional reputation, righteousness, or proficiency.

2. The directors, the association’s staff, and any Members acting in committees of the association who possesses material nonpublic information that could affect the value of an investment must not act or cause others to act on the information in the context of the trading of securities.

Article 35 – Winding-up and Liquidation

1. The association may, at any time, be wound-up by decision of the General Assembly made by majority of 2/3 of the votes.

2. The liquidation is assigned to one or more liquidators who exercise their mission pursuant to a decision of the General Assembly in case of a voluntary winding-up or pursuant to a court decision in case of judicial winding-up.

3. In any event of voluntary or judicial winding-up, at whatever time and for whatever reason, the possible net asset remaining after liquidation shall be allocated by the General Assembly or in the absence of such decision, by the liquidators. It shall be allocated to a non-profit aim as close as possible to the association’s objective as described in article 4.

Article 36 - Governance, Operating Handbook, Code of Ethics

1. The association should establish and live up to a Code of Ethics.

2. The board has to devise and authorize an operating handbook addressed at the association’s staff and striving to focus on serving the Association’s interests. The board may delegate the development task to a general secretary.

3. The Association has to set an enforcement body for compliance and governance that is also entitled to act in those countries where the National Direct Marketing Association, which is a FEDMA member has no self-compliance and governance structures or doesn’t participate at a local compliance and governance scheme. However an enforcement body for compliance and governance of A National Direct Marketing Association, which is a member of FEDMA prevail under the condition that they do not contradict any self-regulation of FEDMA.

Article 37: Applicable Regulation, Rules of Procedure and By-laws

Anything is not provided for by these statutes is covered by the provisions of the Title III of the Belgian law of 27 June 1921 concerning the non-profit associations, the foundations and the international non-profit associations and its implementing decrees, and by all relevant future laws.