



LoRa Alliance® Confidentiality & Communications Policy

1. Background

LoRa Alliance, Inc. (“LoRa Alliance” or “Alliance”) is an open, non-profit association of members that are actively developing and deploying LoRaWAN® for Internet of Thing (IoT) solutions.

LoRa Alliance® was initiated by industry leaders with a mission to standardize low power wide area networks (LPWAN) being deployed around the world to enable IoT, machine-to-machine (M2M), smart city, and industrial applications. LoRa Alliance Members collaborate to drive the global success of the LoRaWAN® protocol by sharing knowledge and experience to guarantee interoperability between operators in one open global standard.

This Confidentiality & Communications Policy (the “Policy”) sets out the LoRa Alliance policy and guidelines for confidentiality and communications by members of the LoRa Alliance (“Members”).

The Alliance reserves the right to change this Policy at any time and solely at its discretion.

2. Confidentiality

Members of LoRa Alliance (Members) shall not disclose LoRa Alliance confidential information without authorization. The requirements that Members preserve confidentiality are included within the Member Participation Agreement, the LoRa Alliance IPR Policy, the LoRa Alliance Bylaws, and this Policy. Members are required to protect the confidentiality of LoRa Alliance confidential materials as they would protect their own confidential information.

Examples of Alliance confidential information include:

- Copyrighted documents not owned by the member, such as task group work product and submissions including but not limited to: Statement of Work documents, Draft Specifications, Specifications prior to public disclosure by LoRa Alliance, Test Plans, and presentations
- LoRa Alliance conference calls and face to face meeting discussions
- LoRa Alliance intellectual property, such as software
- The participation of other members in LoRa Alliance activities
- The views and opinions expressed by members, directors or management during LoRa Alliance activities
- Voting details related to any LoRa Alliance activities
- Liaison agreements and liaison exchanges that are not otherwise made public



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- Information in the LoRa Alliance members-only website and on the LoRa Alliance document management system unless otherwise marked for public distribution
 - Other information as determined from time to time by the LoRa Alliance Board of Directors

If a member is unsure whether specific LoRa Alliance materials are confidential, the member should contact LoRa Alliance staff via admin@lora-alliance.org.

Public disclosure of any version or revision of a Final Specification shall be subject to approval by the Board of Directors pursuant to the LoRa Alliance IPR Policy.

Draft Specifications developed by LoRa Alliance or by Alliance Members within Alliance Committees or Task Forces shall not be shared outside of the Member's company until the Committee's or Work Group's work product is completed and approved by the Alliance Board of Directors for publication as a final document or as a Successor LoRaWAN Specification, or the Committee or Work Group is terminated, as the case may be.

If a Member participating in an Alliance Committee or Task Force wishes to submit any information as part of its participation in such Alliance Committee or Task Force that it would like to be kept confidential if and to the extent that it is not included in final work product of LoRa Alliance, the Member shall discuss the matter with each of the respective Committee or Work Group Members in advance, and only disclose such information if and to the extent that confidentiality is agreed by all parties subject to a negotiated and executed confidentiality agreement. Otherwise, after the final Alliance work product is approved and published, or when the Committee or Work Group is disbanded or suspended, information submitted by Members participating in such Alliance Committee or Work Group that is not included in the Alliance final work product shall not be considered limited to internal use only.

Confidentiality obligations arising during Alliance membership continue following termination or expiration of Alliance membership.

Information published by LoRa Alliance on its public website is not confidential material. Additionally, from time to time LoRa Alliance may designate certain information as non-confidential.

3. Authorized Use of Alliance Information

For the purposes of this Policy, a Contractor is a person or organization who has a written agreement to perform work for a Member.

Members may share confidential LoRa Alliance material with third parties, such as Contractors with whom members need to share such confidential materials, provided that such third parties have a documented obligation with the member to protect such confidential information.



Members may use information contained within certain LoRa Alliance confidential material, such as non-public draft specifications which are used in products or software implementations, provided however that Members do not release the confidential information itself.

4. Public Communications Requirements

All public disclosures regarding the existence, membership and activities of the Alliance must be approved by the Alliance Board of Directors, or designated Alliance staff. Section 5 below contains requirements regarding content and pre-approval of Member press releases.

All publicity related to the Alliance, whether promulgated by the Alliance or by a Member, shall be in compliance with all policies and procedures adopted by the Board of Directors from time to time including, without limitation, this Policy.

No Member shall identify any action, program, product or service as being sanctioned by, sponsored by or associated with the Alliance, unless in accordance with the policies and procedures established by the Alliance.

This Policy applies to all public Member communications regarding the Alliance and its activities including without limitation reports or information publicly released by the Member and social media content.

Except as may be allowed pursuant to written instructions issued by a Member, no Member shall use the name of another Member or Members in any form of publicity without the written permission of the other Member or Members.

No Member has permission to use any other Member's name, trademark or trade name in any publication or in respect of any service or item to be supplied to the public, whether relating to the IPR Policy or otherwise and any such use shall be subject to the explicit prior written consent of the other Member.

No Member may make a press or other public announcement regarding its activities as a Member of the Alliance that names the identities of any other Member unless prior written consent is received from any Member named in the press release or public announcement. A Member may make a press or other public announcement regarding any subject germane to its purposes and may identify itself as a Member of the Alliance.

5. Press Releases

Alliance Press Releases

The Alliance PR/Communications staff shall prepare proposed Alliance press releases to announce specifications, membership and other momentum news including implementation/adoption, market availability, and industry position statements. The Alliance PR/Communications staff will send proposed press release drafts to the CEO/VP Marketing via email for review and proposed edits. At least one of the review stakeholders must provide final



written approval before release. Alliance PR/Communications staff will send the final draft to the Board of Directors as a no-action-required courtesy. The final version will also be posted to the member portal for Marketing Committee member access.

The Alliance PR/Communications staff will distribute final Alliance press releases via an approved wire service as well as to Alliance media lists via email. The Alliance PR/Communications staff will invite members to circulate the unmodified Alliance press release after wire distribution through their channels, including sales teams and social media.

Alliance press releases will be posted to the Alliance news page at [LoRa Alliance Press Releases](#)

Member Press Releases

Any new Member wishing to issue a press release about joining the Alliance—must submit proposed membership announcement press releases to the PR/Communications staff at marketing@lora-alliance.com for approval not less than five (5) business days prior to distribution.

The Member press release shall not be distributed before any planned new member announcement by the Alliance. The new Member shall confirm with the Alliance Marketing Communications staff prior to its release whether and when the Alliance is planning the next new member announcement. New member announcements will be posted online here [LoRa Alliance Press Releases](#) and may be included within newsletters/marketing activities.

If a Member wished to announce that it has or will implement/certify Alliance technical product(s) and/or service(s), the Member must submit the proposed press release at least five (5) business working days prior to distribution to the Alliance PR/Communications staff at marketing@lora-alliance.com for review.

Member press releases will be posted on the LoRa Alliance organization website provided that the announcement is focused on Alliance specifications/LoRaWAN/membership. Send member press releases for Alliance website posting to marketing@lora-alliance.com.

The following Alliance boilerplate may be included only for new member press releases or for joint releases in which the Alliance has co-written and approved. In that case the following statement may be included:

About LoRa Alliance® - The LoRa Alliance® is an open, non-profit association that has become one of the largest and fastest-growing alliances in the technology sector since its inception in 2015. Its members collaborate closely and share expertise to develop and promote the LoRaWAN® protocol, which is the de facto global standard for secure, carrier-grade IoT LPWAN connectivity. LoRaWAN has the technical flexibility to address a broad range of IoT applications, both static and mobile, and a robust LoRaWAN Certification program to guarantee that devices perform as specified. The LoRaWAN protocol has been deployed by more than 120 major mobile network operators globally, and connectivity is available in more than 140 countries, with continual expansion.



Notwithstanding other provisions of this Policy, except with respect to the initial announcement of its membership in the Alliance, if a Member simply indicates in a public communication that it is a member of the Alliance, the member does not need prior approval by the Alliance.

6. Other Alliance External Communications

Alliance Speaker's Bureau

The only individuals who are authorized to speak to media and analysts on behalf of the Alliance are the Chair, Vice Chairman, Regional Vice Chairs, Committee Chairs, and Contributor / Sponsor members who are approved for the Speakers Bureau. The PR/Communications staff representatives may also speak on behalf of the Alliance as part of routine interaction with various external audiences.

The Alliance will provide an approved power point template to all speakers. A first draft of the presentation should be ready at least 2 weeks in advance of presentation or submission date and shared with the speaker (or with the LoRa Alliance PR/Communications staff if the speaker developed the deck) for inputs. Any changes should be shared back with at least 1 week for the Marketing team to review. If final slides are not provided 72 hours in advance, the LoRa Alliance reserves the right to assign a new speaker.

To apply for the Speaker Bureau follow the process in the member portal [Speaker Bureau Applications](#)

Success Stories/Case Studies

The Alliance may develop success stories or case studies to show momentum and market adoption of its technical and commercial specifications. The Alliance sends from time-to-time an all-member notice regarding requests for planned success stories and case studies based on stated criteria, guidelines and deadlines. The Alliance Marketing Committee will draft stories within budget parameters that best meet the stated criteria and deadlines. Members can send proposals for use case content to marketing@lora-alliance.com for consideration to be used within marketing campaigns, website content, tradeshow activities and presentations.

LoRa Alliance in the News

Media coverage, blogs and industry reports mentioning LoRa Alliance will be posted by the Alliance in its discretion. When required, Alliance will obtain permission before posting paid copyrighted material/URLs, such as subscription-based reports and articles.



7. Alliance Marks Usage and LoRaWAN[®] Boilerplate for Member Communications

The following trademarks must be utilized correctly in Member press releases or other written content that uses the marks and include the attribution statement below:

LoRa Alliance[®], LoRaWAN[®] and LoRaWAN Certified^{CM} are trademarks of the LoRa Alliance, used with permission.

The LoRaWAN Certified^{CM} mark may only be used for end devices which have passed the official LoRa Alliance certification program and have the certification documentation.

If a Member uses the current approved messaging/ Alliance descriptor language contained in this Policy and the brand/style guide the Member does not need prior approval by the Alliance for use of such language.

LoRaWAN[®] Boilerplate

A low-power wide-area network (LPWAN) or low-power wide-area (LPWA) network or low-power network (LPN) is a type of wireless telecommunication wide area network designed to allow long range communications at a low bit rate among things (connected objects), such as sensors operated on a battery. LoRaWAN[®] protocol delivers secure bi-directional communication, mobility and localization services.

If members seek additional guidance on the correct use of LoRaWAN[®] please refer to the brand/style guide [link in Section 11] and or contact marketing@lora-alliance.com allowing at least 48 hours for an initial feedback response.

8. Avoid Oversharing Member Proprietary Information

Due to antitrust legal concerns, each Member should be careful about and avoid the sharing of member level trade secrets or other proprietary information.

LoRa Alliance discourages oversharing of sensitive business information and other Member confidential information.

9. Correct Use of Network Identifiers

No Member may use its network to forward uplink frames associated with a dedicated NetID to any end-point other than the one(s) provided by the designated assignee on the LoRa Alliance NetID allocation table ([Reference to NetID table](#)). This prohibition is to ensure integrity of LoRaWAN roaming.



NetID is a 24-bit value used for identifying LoRaWAN networks. Any LoRaWAN network can use reserved NetID values of 0 or 1. These NetIDs are shared across all such networks. Members can request the Alliance to assign them dedicated NetIDs. Such dedicated NetIDs are used by the networks for assigning network-specific addresses (i.e., DevAddr) to their own end-devices so that uplink frames sent by those devices even when they are roaming outside their home network can be forwarded to their home network. See [NetID FAQ](#) for more information.

10. Member Loyalty to Alliance Purposes

It is a condition for Alliance Membership under Section 4.1 of the LoRa Alliance Bylaws that the Member be supportive of the Alliance's purposes.

Each Member should be mindful of its membership obligation to be supportive of the Alliance's purposes, including in its public communications about the Alliance while maintaining its Alliance membership. Each Member should avoid public communications about the Alliance and its activities that would be detrimental to the Alliance or the success of the LoRaWAN® protocol. Failure to comply with this requirement or other provisions of this Policy can lead to suspension or termination of membership in the Alliance.

Each Member should ensure the accuracy of its communications regarding the Alliance and Alliance activities including without limitation, its role within the Alliance.

11. Additional Communications Guidelines

No communications such as, but not limited to, social media, digital content, press or media articles, whitepapers or technical/research papers by an Alliance Member should disparage the product or services of the Alliance or its Members or to imply relationships or associations with the Alliance that do not exist.

The Alliance Marks & Logo Usage Policy and Guidelines [LoRa Alliance Marks and Logo Usage Policy](#) published by the Alliance sets out requirements regarding the use of Alliance trademarks and logos by Alliance Members.

The Alliance Brand Identity Styleguide published by the Alliance can be found here [LoRa Alliance Brand Guide](#) in the Member portal and sets out requirements regarding depictions of logo forms of the Alliance trademarks and logos.