

DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.

DISCLOSURE QUESTIONNAIRE

Company Name: TREND Community
 Date Submitted: February 1, 2022

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		✓
Biodiversity Impacts		✓
Chemicals		✓
Company Explanation Of Disclosure Item Flags		✓
Disclosure Alcohol		✓
Disclosure Firearms Weapons		✓
Disclosure Mining		✓
Disclosure Pornography		✓
Disclosure Tobacco		✓
Energy and Emissions Intensive Industries		✓
Fossil fuels		✓
Gambling		✓
Genetically Modified Organisms		✓
Illegal Products or Subject to Phase Out		✓
Industries at Risk of Human Rights Violations		✓
Monoculture Agriculture		✓
Nuclear Power or Hazardous Materials		✓
Payday, Short Term, or High Interest Lending		✓
Water Intensive Industries		✓
Tax Advisory Services		✓

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones		✓
Child or Forced Labor		✓
Negative Environmental Impact		✓
Negative Social Impact		✓
Other		✓

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		✓
Breaches of Confidential Information		✓
Bribery, Fraud, or Corruption		✓
Company Explanation Of Disclosure Item Flags		✓
Company has filed for bankruptcy		✓
Consumer Protection		✓
Financial Reporting, Taxes, Investments, or Loans		✓
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		✓
Labor Issues		✓
Large Scale Land Conversion, Acquisition, or Relocation		✓
Litigation or Arbitration		✓
On-Site Fatality		✓
Penalties Assessed For Environmental Issues		✓
Political Contributions or International Affairs		✓
Recalls		✓
Significant Layoffs		✓
Violation of Indigenous Peoples Rights		✓
Other		✓

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		✓
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		✓
Company Explanation Of Disclosure Item Flags		✓
Company prohibits freedom of association/collective bargaining		✓
Company workers are prisoners		✓
Conduct Business in Conflict Zones		✓
Confirmation of Right to Work		✓
Does not transparently report corporate financials to government		✓
Employs Individuals on Zero-Hour Contracts		✓
Facilities located in sensitive ecosystems		✓
ID Cards Withheld or Penalties for Resignation		✓
No formal Registration Under Domestic Regulations		✓
No signed employment contracts for all workers		✓
Overtime For Hourly Workers Is Compulsory		✓
Payslips not provided to show wage calculation and deductions		✓
Sale of Data		✓
Tax Reduction Through Corporate Shells		✓
Workers cannot leave site during non-working hours		✓
Workers not Provided Clean Drinking Water or Toilets		✓
Workers paid below minimum wage		✓
Workers Under Bond		✓
Other	✓	

B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY:

TREND Community

UPDATED AS OF:

February 1, 2022

DISCLOSURE QUESTIONNAIRE CATEGORY	Other
TOPIC	Research Company with Clients in the Pharmaceutical Industry
SUMMARY OF ISSUE	TREND Community provides insights into rare/chronic diseases that have a positive impact on both the rare disease community and the client. Specifically, the company performs qualitative research on communities living with rare diseases. With the permission of the community administrator for a specific condition, TREND analyzes community forums to capture patient stories and experiences. With the permission of the administrator, TREND may also survey the community to collect deidentified responses. TREND may also present the community with specific research opportunities including ad boards and clinical trials. Community members must respond to the request for participants and give TREND permission to connect them with the sponsor. TREND makes the following impacts: Community Impacts • Brings the community lexicon into healthcare, research and industry • Spreads awareness and advocacy • Creates evidence of unmet needs • Fills gaps in the medical and scientific literature • Catalyzes research Client Impacts • Captures early insights without putting unnecessary burden on community members • Speeds up time to insights • Understands patient/caregiver experience throughout the patient journey in their own words • Uses listening-first approach to strengthen other activities (primary research, protocol design, etc.) • Launches targeted and relevant awareness campaigns to an engaged community • Identifies community leaders, influencers and participants (for ad boards, clinical trials, primary research, etc.) • Builds a case for patient-centered care and regulatory approvals Clients can also use TREND insights to monitor for adverse events.
SIZE/SCOPE OF ISSUE	In the previous fiscal year, 95% of TREND's revenue was earned from clients in the pharmaceutical industry.
IMPACT ON STAKEHOLDER(S)	By sourcing TREND insights, clients can design more effective and accessible clinical trials, increase patient awareness and access to approved and off-label therapies and identify opportunities for their drugs to improve the lives of patients living with other diagnoses.



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RESOLUTION	TREND's service can be sold to clients in patient-focused non-profit organizations; payor organizations, such as health insurance companies; etc. The company is currently expanding its services to include payors, which will reduce the income from pharmaceutical companies going forward. The company aims not to charge the rare disease foundations that serve its communities in order to preserve their resources for patient needs.
IMPLEMENTED MGT PRACTICES	TREND analyzes conversations that have already taken place on social media. These conversations are generally related to a person's health condition or the health condition of someone they care for. For closed online groups, the company only has access to the anonymized conversations and has no way to link a statement back to an author, nor can the company discern if a group of posts and comments were made by the same author. An administrator of a closed group must give the company permission to access the anonymized group conversation data. Before the company begins its analysis, the administrator signs a Data Access Agreement. This agreement requires the admin to post an announcement within the group to inform the members that they are granting TREND access. More specifically, the announcement informs the members of TREND's work and the admin's intention to grant data access to TREND, and solicits feedback from the members. The agreement requires the admin to provide sufficient time for the feedback and reasonably consider any comments or concerns that may be raised by the members. If possible, the conversation data is anonymized before download, and always encrypted during transmission and at rest. Once the company receives the conversation data, the company cleans it for any remaining identifying information. Even so, the company only provides its clients with aggregated insights and paraphrased stories that represent the experiences of many. TREND never provides its clients (or anyone) access to the raw conversation data. The company discusses its data management processes with the communities it works with and has worked with ethicists in the creation of its policies. Additionally, the company follows FDA and HIPAA guidelines.

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IMPLEMENTED MGT PRACTICES	The company obtains oversight from the Western Institutional Review Board (WIRB), which provides human subject protection in research. WIRB has granted the company's research exempt status, meaning that the company is not required to obtain consent. WIRB granted this exempt status because identifiable private information, which may include information about biospecimens, is recorded in such a manner that the identity of the human subjects cannot readily be ascertained directly or through identifiers linked to the subjects, and the subjects are not contacted or re-identified. The company's rates are the same for all types of clients, regardless of whether the clients are in the pharmaceutical industry or other industries. The company believes, first and foremost, that working with TREND demonstrates a company's commitment to support and give back to the patient communities it serves. If a company cannot agree to the following terms, TREND will not work with them: 1. The Community Voice Report (which highlights and quantifies the issues facing patients and their caregivers) must always be made public and shared back with the community. This document validates patient and caregiver experience and succinctly describes the challenges faced in their daily lives. They can use this as a tool to raise awareness with clinicians and laymen alike, enabling more compassionate care and paths to potential new therapies and solutions which improve their quality of life. 2. The company never signs exclusivity or non-compete agreements with clients. The company does this to ensure that it provides the greatest good to its communities. 3. The community's needs and priorities must always be considered when prioritizing the company's research. 4. Once TREND starts working with a community, that relationship is independent and separate from the relationship with its client, even if the client makes the introduction. This means that the company will pursue initiatives that are important to the communities that work with it, even if this means working with direct competitors to the original sponsor. The company has declined work from prospective clients that did not agree to the above terms. The company also reviews public and other sources, such as ESG scores when available, concerning clients, that is, sponsors. More importantly, the company consults with its disease communities to ensure that they are comfortable with the sponsor



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IMPLEMENTED MGT PRACTICES	The company goes to great lengths to ensure transparency of its analysis and the identity of its sponsors. When we approach a community about a project that is sponsored by pharma, if possible we disclose the name of the pharma company. If the pharma company is not able to disclose we tell the community that the work will be funded by a client, but we are not able to disclose their name or other details at this time. It is then at the discretion of the community to continue (or not) with the TREND analysis. In every case that we could not disclose, we were eventually able to circle back to the community with the name of the sponsor at a future date. No communities have ever rejected working with TREND after learning the identity of the sponsor. Data impact is the single most important key performance indicator for TREND. For every community, the company creates a Community Voice Report that it makes public. These pro bono reports are free of charge to nonprofits and individuals. The company tracks the real-world evidence and public relations generated from TREND initiatives for each community. In alignment with TREND's B-Corp obligations, in 2022 the company will develop a method of scoring to better monitor and measure the impact of the services it provides.
OTHER MANAGEMENT COMMENTS	Through TREND's analysis, it is always enabling the positive impact on the lives of individuals with rare/chronic disease. The company's work cannot be performed without the cooperation and generosity of the people in the rare disease community. The company must maintain the virtuous circle of patients and their caregivers providing insights into their daily lives to be able to provide the analysis that enables TREND to bring improvements in therapies and the identification of new clinical pathways to improve their lives. Patients and caregivers are the driving force behind everything the company does and their wellbeing is vital to the sustainability of TREND Community. The company's continued success is dependent on patients and their caregivers supporting its work.