

July 3, 2001  
Re: IO-01-109

You inquired whether county employees may accept an offer of a discount from ADT for home security systems. A broad based discount offer made to employees of large entities is considered a marketing initiative and not a gift. See, Anne Arundel County Ethics Commission opinion IO-98-17. Since the recipients will be paying for the monitoring of the system, and will be required to place an advertisement for the company in the front yard of the home, the company will be receiving adequate consideration for the offer.

However, the county may not permit the use of county resources by the vendor in promoting the offer. The vendor may circulate the offer certificates through the usual channels available to all vendors, but the county may not assist the vendor in this distribution. See, IO-98-80.

Thank you for your inquiry. If you have any additional questions, please call me.

Sincerely,

Betsy K. Dawson  
Executive Director