

Carbon Sequestration leadership forum

CSLF-P-2009-27
03 September 2009

www.cslforum.org



POLICY GROUP

CSLF Web Linking Policy

Barbara N. McKee
Tel: +1 301 903 3820
Fax: +1 301 903 1591
CSLFSecretariat@hq.doe.gov

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CSLF WEB LINKING POLICY

Note by the Secretariat

Background

At the June 2009 meeting of the CSLF Policy Group in San Francisco, the Chair of the CSLF Communications Task Force provided ideas on how requests for links from the CSLF website should be handled and how other websites could link to the CSLF website. The Communications Task Force has since developed a proposed formalized CSLF Web Linking Policy that is presented in this paper.

Action Requested

The Policy Group is asked to consider and approve the proposed CSLF Web Linking Policy.



CSLF Web Linking Policy

Links to the CSLF's Website from Outside Third-Party Websites

Advance permission to link from an outside website to the CSLF website (www.cslforum.org) is not necessary. However, be aware that addresses on the website may change at any time without notice. Entities and individuals linking to CSLF must regularly verify links to web pages.

Entities and individuals linking to pages at the CSLF website shall not capture CSLF pages within frames, present the CSLF's content as its own or otherwise misrepresent CSLF content. Furthermore, they shall not misinform users about the origin or ownership of CSLF content.

Certain information on the CSLF website may be trademarked, service-marked or otherwise protected as intellectual property. Protected intellectual property must be used in accordance with applicable laws and must reflect the proper ownership of the intellectual property. Any link to the CSLF website should be a full forward link that passes the client browser to CSLF unencumbered. The "Back" button should return the visitor to original site if the visitor wishes to back out.

Links to Outside Third-Party Websites from the CSLF Website

The ability to hyperlink to sources external to the CSLF website is a fundamental part of the World Wide Web, and can add significant value to the functionality of the publicly accessible CSLF website.

Links from the CSLF website to other websites are only allowed if the outside website is sponsored, supported, or partnered by the CSLF, is educational in nature, or is a Government website, including those sites sponsored by state or local governments.

The CSLF will not allow any links to any website that exhibits hate, bias, or discrimination, or which contains information or hyperlinks belonging to or supporting a political affiliation.

Links to non-CSLF web resources must support the CSLF's mission. In determining whether to allow access to a hyperlink, the CSLF considers the following factors:

1. Is the recommended website an official government-owned or supported website?
2. Does the recommended website provide official government information or services?
3. Does the recommended website complement existing information on www.cslforum.org?

4. Is the recommended website accessible and applicable to a wide audience?
5. Is the recommended website's content relevant, useful and authoritative for citizens, stakeholders, and/or government officials?
6. Does the recommended website's information appear to be accurate and current?
7. Is the recommended website "user-friendly?"

External links should be reviewed every six months to ensure their continued suitability. If the content of a linked external site becomes questionable or objectionable, the CSLF Secretariat will remove the link.

Furthermore, no product endorsements or preferential treatment must be given on the CSLF website. No payment of any kind must be accepted in exchange for a link placed on the CSLF website. The CSLF website must not require or encourage users to choose any specific browser software; and graphics or logos depicting companies/products must not appear on the site.

Oversight of Third-Party Links

The CSLF Secretariat reserves the right to remove a link to an outside website if it determines that the website contains misleading or unsubstantiated claims, conflicts with the purpose of the CSLF or does not meet one or more of the criteria set forth elsewhere in this policy.

Links from the CSLF website will be reviewed periodically and may be removed for the following reasons:

1. The link no longer points to the original information or resource to which it was intended to point;
2. The website pointed to by the link contains inaccurate or misleading information or has changed such that it is no longer in compliance with the acceptance criteria;
3. The website pointed to by the link violates the conditions for link maintenance;
4. Access to the information has become difficult due to non-standard formatting, lengthy download times or intrusive advertising; or
5. The link is permanently unreachable or remains unavailable for a lengthy period.

Contact Information

For questions and concerns regarding the linking policy, please e-mail the CSLF Secretariat: CSLFSecretariat@hq.doe.gov.