

## Columbia Chamber of Commerce Website Linkage Policy

This linking policy is declaratory of the Columbia Chamber of Commerce (CCOC) existing administrative practice regarding the establishment of links from and to its website.

The purpose of the Columbia Chamber of Commerce website is to advance the public's health, safety and welfare by providing information for and interacting with the citizens, businesses, and visitors of Columbia Township and surrounding areas. This includes promoting tourism and economic development within Columbia Township and region.

For purposes of this policy, an "external link" is a hyperlink from the CCOC website to a website maintained by another party. Neither the CCOC website nor the external links list on such website constitute a forum for expressive activity by members of the public. Rather, the purpose of the CCOC website and the external links is to provide information about township services, officials and attractions and to promote the public's health, safety and welfare. The CCOC is not responsible for, does not endorse, and cannot assure the accuracy of information on these outside web sites. (See Disclaimer of Endorsement below.)

Every request by a person or entity to have the CCOC provide a link from its website to the requesting party's website must undergo review to determine its relevance and appropriateness to the CCOC website's mission. The CCOC website manager or authorized designee will review the merits of the requested link, keeping in mind the criteria and examples listed below, to determine whether the link serves the overall purpose of the CCOC's website. A request will not be denied because of a viewpoint espoused by the person or entity. Furthermore, the following criteria will be used in considering requests for links from the CCOC's website.

At its discretion the CCOC may provide links to external sites that fall into one of the following categories:

- Sponsored by governmental and educational institutions
- Maintained by organizations in a contractual relationship with, funded or created by the CCOC
- Corporations, foundations, associations, etc. with a purpose statement devoting itself to assisting the CCOC
- Non-profit neighborhood associations within the Columbia Township and surrounding areas
- Web sites of nonprofit organizations that assist people in finding housing or other human and/or social services in Columbia Township and surrounding areas
- Non-profit organizations providing employment, non-elective health care and other services to residents of Columbia Township and surrounding areas
- Organizations providing the public with information or access to the arts, humanities, culture or education
- Non-profit CCOC business development organizations
- Organizations partnering with the CCOC to meet the CCOC's strategic or operational goals
- That provide government related information and/or services in a way that is not available on an official government website
- Tourism and convention information related to CCOC and the Lorain County Region, including major tourist attractions in the region.
- Library related links that meet the selection criteria outlined in the Lorain County Public Library's Collection Development Policy.

The CCOC's web site will not provide links to sites:

- Promoting or exhibiting hate, bias, discrimination, pornography; libelous or otherwise defamatory content

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- Associated with, sponsored by or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal
- Associated with political organizations or other organizations advocating a position on a local, state or federal issue
- Furthering the agenda of a political organization or candidate running for office
- Furthering the non-charitable agenda of a labor union
- Violating any of the CCOC's equal opportunity policies
- That are individual or personal home pages

### **Linkage to Commercial Sites with Advertising**

Certain private commercial sites maintain and display information which provide a public or community service, or other ancillary static or interactive information to aid the public, which is not generally available through a governmental agency due to the cost of compiling, maintaining and/or displaying such information. To support the cost of compilation and maintenance of this information, these private commercial sites may include advertising or promotional material in the information display. Although the CCOC neither supports nor endorses entities advertised or promoted on such sites, it recognizes that a public benefit is served by providing the underlying information to assist area residents. Accordingly, links to such sites which contain this information, but also display commercial advertising or promotional material, may be included within the CCOC website when the CCOC Website Manager or authorized designee has made a good faith determination that:

- The CCOC's independent replication of the information targeted for linkage is infeasible due to financial or other considerations; and
- No non-commercial site provides the information targeted for linkage; and
- The information targeted for linkage greatly enhances the usefulness of the CCOC website and services it provides

### **Location and Appearance of Links**

The CCOC reserves the right to determine how and where external links will appear on its web site; i.e. what page the link appears on and where the link is placed on the page.

### **Links to the Columbia Chamber of Commerce's Website**

Advance permission to link to the CCOC's Website is not necessary. However, the party linking to the CCOC's website should be aware that its sub pages may change at any time without notice. Entities and individuals linking to the CCOC's website shall not capture pages within frames, present the CCOC's website content as its own, or otherwise misrepresent this website's content or misinform users about the origin or ownership of its content. Any link to the CCOC's website site should be a full forward link that passes the client browser to the CCOC's website unencumbered. The web browser's "back" button should return the visitor to the originating site if the visitor wishes to back out.

### **Disclaimer of Endorsement**

The information posted on the CCOC's website includes hypertext links to information created and maintained by other public and/or private organizations. CCOC provides these links solely for users' of the CCOC's website information and convenience. When users select a link to an outside website, they are leaving the CCOC's website and are subject to the privacy and security policies of the owners/sponsors of the external.

- The CCOC does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website

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- The CCOC does not endorse or recommend any third party web site, product, or services, unless otherwise noted
- The CCOC does not authorize the use of copyrighted materials contained in linked websites. Users must request such authorization from the sponsor of the linked website
- The CCOC does not responsible for transmissions users receive from linked websites