

Washington Association of Building Officials Website Linking Policy

May 17, 2019

A. PURPOSE

This policy recognizes that it may be desirable to include links on the WABO website to other websites that are outside of the control of WABO. The inclusion of such links on the WABO website is for the convenience of visitors to the site or to help WABO members and the public obtain timely information about a specific topic and is primarily intended to be directly in context to specific site content.

B. SCOPE

This policy applies to the official WABO Website and all pages and subsidiary websites operated and maintained by WABO.

C. DEFINITIONS

Content Provider: is the person who develops (provides) content for a webpage.

Webmaster: is the person tasked with the management, administration and operation of the WABO website and other WABO owned web technologies.

D. POLICY

Some examples of links to outside agencies which might be posted on the WABO website:

- Government agencies, special purpose districts and public educational institutions.
- Non-profit code making or public safety organizations.
- Approved sponsors of WABO projects or events.
- Community partners or collaborative non-profit organizations actively participating in one or more public service programs related to construction, land development or disaster preparedness.
- For-profit companies' sites that provide generic, nonproprietary information related to construction, land development or disaster preparedness that benefits WABO members and/or the public.

These are meant to be examples and not to be an inclusive list. In general, WABO does not intend to maintain lists of links to for-profit businesses, local weblogs, or other generalized links.

Any information obtained from an external website is not guaranteed by WABO and the user should review the accuracy of any information before relying upon it. The inclusion of any link does not imply endorsement by WABO or any association between WABO and the operators of the site.

Links to external content on web pages operated by WABO will be permitted at WABO's sole discretion and placed appropriately as determined by WABO. WABO does not accept or respond to outside link solicitations or mutual linking requests.

E. PROCEDURE

1. **Content Guidelines:** In determining whether to allow external content links on the website it operates, WABO will be guided by the purpose of the WABO Website.
 - a. **Website Purpose:** The WABO website is intended to provide a broad range of objective subjects that provide information and resources to WABO members, the construction industry and the general public regarding building codes, training, special events and industry news.
2. The webmaster will determine whether external content meets the purposes of the WABO website. If the webmaster is not sure of a specific issue, the WABO Executive Board will make the determination.
3. Generally, external content does not meet the purposes of the WABO website if the content contains, suggests, or infers any of the following. (This list is a nonexclusive list.):
 - a. Disparaging or promoting any person or class of persons.
 - b. Content not suitable for visitors of all ages, or links to or other promotion of businesses whose products or services are not suitable for persons of all ages.
 - c. Promoting or inciting illegal, violent, or socially undesirable conduct.
 - d. Promotion or availability of alcohol or tobacco products.
 - e. Promotion or availability of illegal drugs.
 - f. Promotion or availability of adult or sexually oriented entertainment or materials.
 - g. Promotion, opposition, or availability of weapons.
 - h. Promotion, opposition, or availability of gambling.
 - i. Promotion of any religion or religious viewpoint
 - j. Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services not provided directly by WABO.
 - k. Content that is primarily directed at sales of any specific service or product that is not in context to an article. For example, a link to a retail establishment's main page would probably not be included, but a developer's page about a particular development under consideration might appear in context to an article or page about development.
 - l. Content that infringes on any trademark, copyright, or patent rights of another.
 - m. Claims or representations in violation of advertising or consumer protection laws.
 - n. Content that a reasonable person may not consider maintaining the dignity and decorum appropriate for WABO.

Oversight and Monitoring: If there is a question about interpretation of this policy, it will go to the Webmaster first to be resolved. If the Webmaster can't resolve it, then it will go to the WABO Executive Board.

The Webmaster, or Content Provider for any page which has external links is required to review the links at least quarterly for applicability and functionality.

Additionally, the webmaster and web production staff will do periodic site wide reviews of link policy compliance.