

## Information Technology

# Website Linkages

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Effective: 9/10/09

Revised:

The Iowa Public Health Association (IPHA) maintains a website under the domain [www.iowapha.org](http://www.iowapha.org).

The goal of the IPHA website is to provide quality web resources consistent with the mission of the organization and which promote public health.

The IPHA Information Technology (IT) Committee considers the following questions when deciding to link to a World Wide Website from any of the IPHA web pages. A negative response to a question does not automatically mean that IPHA will not link to the site. However, the final decision does rest in the hands of the IPHA IT Committee.

### **ALL WRITTEN REQUESTS FOR LINKAGE FROM THE IPHA WEBSITE ARE EVALUATED BASED ON THE FOLLOWING CRITERIA:**

- Does the material correlate with the IPHA mission, vision, and strategic plan?
- Is the site material authoritative and a credible public health resource?

IPHA reserves the right to:

- Ask for a reciprocal link to be placed on any website to which IPHA links.
- Change, alter, amend or suspend the linking terms and conditions at any time without prior notice to third parties.

IPHA has provided links to Internet sites maintained by third parties, over which IPHA has no control. IPHA does not endorse the content, operators, products or services of such sites, and IPHA is not responsible or liable for the content, operators, availability, accuracy, quality, advertising, products, services or other materials on or available from such sites. IPHA shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, products or services available on or through such sites.

### **Iowa Public Health Association Guidelines for Third Party Linkage to the IPHA Website**

The Iowa Public Health Association (IPHA) maintains a website under the domain [www.iowapha.org](http://www.iowapha.org). Third parties wishing to establish a link to the IPHA website must adhere to the guidelines and criteria set forth here.

- The link shall be so configured that IPHA's Uniform Resource Locator (URL), [www.iowapha.org](http://www.iowapha.org) is displayed continuously in a user's browser once the link is completed and through the duration of that user's link.
- Any text-only link must be clearly marked "Iowa Public Health Association."
- Each link created by the third party shall expressly state that such link shall lead to such IPHA website.

- The IPHA website and its appearance and contents shall not be altered, modified, distorted or obscured in any way, through framing or otherwise.
- The names, marks, terms, graphics or other materials on IPHA's website shall not be used in a manner that is likely to cause confusion with, or dilute the effectiveness of, IPHA's trademarks and service marks, or to damage the reputation or commercial image of IPHA or any of its products or services.
- Any authority granted to a third party to link its website to IPHA's website does not authorize the use of any of IPHA's trademarks. The IPHA logos, trademarks and service marks appearing on its website shall not be used without IPHA's prior written consent.
- Links to IPHA's website from third party websites should **not** suggest that the IPHA has any interest or association with the services or operations of the third party, or that the IPHA endorses any of the third party's causes, ideas, political campaigns, websites, information, products or services.
- Third parties shall not copy, distribute, or otherwise lift any of the contents of any of the IPHA's website, nor are they authorized to incorporate content of the IPHA website into other websites or media without express written permission from the IPHA, or to use IPHA content for commercial or fundraising purposes.
- IPHA reserves the right to request a reciprocal link to the linking site.
- IPHA has the right to the removal of a link to our site if it can be perceived to be confusing, deceptive, or damaging in any way.
- IPHA asserts the right to reject or later to withdraw third parties' legal permission to link to the IPHA website at any time.
- IPHA reserves the right to change, alter, amend or suspend the linking terms and conditions at any time without prior notice to third parties.
- IPHA reserves the right to exercise and exhaust any right, privilege or remedy available to it under this Linkage Policy, including, without limitation, instituting legal action and/or taking measures to deny access to any of IPHA's website from the website of the third party.

The Iowa Public Health Association is an organization committed to the highest ethics and standards, both in fact and appearance. While we make every attempt to regularly monitor links into the IPHA website, the dynamics of the Internet allow for infinite links from one website to another without a site host being aware of the link from another site. Therefore, the IPHA cannot be responsible for content on any website connected via hyperlink to the IPHA website. Upon request, however, IPHA will investigate links to its website and attempt to determine if they are inappropriate or contrary to IPHA's objectives and mission. In such a case, IPHA will attempt to have the link removed.

### ***For Persons Accessing IPHA's Website Via Linkage from Another Website***

The linkage of any person's or organization's website to IPHA's website shall **not** be deemed or construed to create or imply:

1. Any partnership, joint venture, affiliation, or other relationship between such person or organization and IPHA; or
2. Any endorsement or approval by the Authority of such person or organization or his or its products, activities, or operations.

IPHA makes no representation or warranty with regard to the content or functions on such person's or organization's website and shall not be held liable or responsible for such content or functions. Any questions or comments regarding such person's or organization's website or the link to IPHA's website should be directed to such person or organization.