

Cancer Council WA <b>POLICY</b>			
LOCATION: <b>All Sites</b> <b>Cancer Council WA</b>		DIVISION: <b>Organisation wide</b> SERVICE:	
SOURCE:		NUMBER: CORP:IMT:004	
Date issued: <b>Nov 2014</b>	Date for next review: <b>Nov 2015</b>	Authorised by: CEO	Signature:
SUBJECT: <b>ESTABLISHING LINKS TO EXTERNAL WEBSITES FROM THE CANCER COUNCIL WA WEBSITE – POLICY GUIDELINES</b>			

## POLICY STATEMENT

The purpose of the **Cancer Council WA** website is to:

- promote and increase awareness of the services and events provided by Cancer Council WA
- allow on-line donations to be made to Cancer Council WA
- provide access to the Cancer Council on-line shop, and
- provide information on cancer including through links to external websites.

Although most of the content contained on the site is created and maintained by Cancer Council WA, there are, at times, reasonable and desirable needs to link to web sites outside the control of Cancer Council WA. When establishing such linkages, Cancer Council WA in no way endorses the content of the website; however, Cancer Council WA will provide links to those sites which connect users that carry content that is consistent with the purpose of the Cancer Council WA's website as stated above. This may include, but not necessarily be restricted to, other members of Cancer Council Australia, government agencies, selected service partners, reference materials and other community related websites.

### PURPOSE

From time to time Cancer Council WA receives requests asking for a link to be provided from the Cancer Council WA web site to an external web site. Staff members also make suggestions regarding external site links.

This document sets out the general guidelines for whether to allow such links to be placed on the Cancer Council WA website.

### RESPONSIBILITY

All requests for links from the Cancer Council WA website will be referred to the Website Manager in the first instance. The Website Manager will liaise as appropriate with internal content managers before a final decision is made as to whether a link will be provided or not.

### GUIDELINES

Cancer Council WA reserves the right to deny links to any web site and may also terminate any existing links at anytime.

The following guidelines should be used when deciding if a link should be made from the Cancer Council WA web site:

- The information source must be a credible organisation providing evidenced based information.
- The site must provide information that the Cancer Council WA's site does not contain.
- The site may expand on information on the Cancer Council WA web site, such as linking the patient information on prostate cancer to a credible prostate cancer web site which provides in depth information on treatment options.

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- The site must not contain pornographic or adult oriented material of any sort.
- The site must not contain online games of chance, gambling or betting. Additionally, sites which are linked from the linked site shall not contain links to sites with this type of material.
- The site must not contain advertisements or sales of tobacco products. Additionally, sites which are linked from the linked site shall not contain links to sites with this type of material.
- The site's primary business must not be alcohol related.
- The site must not contain advertising or other promotional material about pharmaceutical companies, legal practices or other commercial entities, which may cause a perception amongst the public that would lead to questions about the independence and integrity of Cancer Council WA.
- If a site contains information about patient treatment services, then these services should be relevant to and able to be accessed by users living in Australia.
- Where the site is a medical or health related web site, assurances should be obtained that the web site complies with the principles of the HEALTH ON THE NET FOUNDATION HON Code of Conduct (HONcode) for medical and health web sites. See <http://www.hon.ch/HONcode/Webmasters/intro.html>

When a link has been approved:

- The site must clearly indicate the corporation or organisational identity on the page which is linked to from the Cancer Council WA website.
- All links from the Cancer Council WA website shall link to an actual web page. No direct links to e-mail accounts (i.e. "<mailto:>") or ftp sites shall be permitted.
- A sentence or two, describing the information that will be found by following that link, needs to be provided. For example, 'For information about screening for breast changes, visit the BreastScreen WA web site'.

Each link will be assessed on a case-by-case basis and existing links reviewed on an annual basis.