**Protocol 9 Website**

1. **Purpose**
2. ACER-CART maintains a website to inform members and the general public of the raison d’être of our organization. It hosts issues of interest to retired members and to seniors.
3. It also hosts a confidential secure platform for the sharing of documents that are confidential to Members and the executive.
4. **Political affiliation**
5. In accordance with policy 12.3 ACER-CART maintains its independence of any political party.
6. Documents posted should not be interpreted as a support for its content. They are posted to furnish different views on subjects relevant to members.
7. **Website Links**

We receive requests from many organizations to include their link on our website. They assume that the information contained therein will be beneficial to our seniors. These guidelines to enable us to evaluate these links in order to proceed in accepting them.

1. **Parameters**
2. Content must be relevant to the needs of our membership
3. Content must be Canadian
	1. Exception can be accepted if the information has direct relevance to our members and is deemed beneficial to members.
4. Content must have a national scope.
	1. Exception can be accepted if the information has direct relevance to our members and is deemed beneficial to members.
5. Content must not sell any product or service.
6. **Procedure**
	1. When a request is received, it is transmitted to the Chair of the Communication Committee.
	2. The chair reviews the request and may consult with his/her committee.
	3. If the request does not fall within the established guidelines, the request is rejected.
	4. If the request fall within the accepted parameters and is seen beneficial, it can be posted.
	5. The agenda of the next Committee meeting will contain a review of the newly posted links.
7. **Maintenance**

All links are to be reviewed by the Communications Committee at least once a year.

1. **Advertising**

There will be no advertising on the website. Advertising is defined when an individual, organization or company wants to sell a product from which they receive a pecuniary benefit.

1. **Maintenance**

The website is maintained by the Communication Committee with support from the executive.