

AAUW of Oregon Internet Guidelines

(Adopted 10/2004; Revised 8/2006)

The American Association of University Women of Oregon website, www.aauw-oregon.org, and online communications provide information and services to promote AAUW's mission. Content focuses on all aspects of AAUW at the state level in Oregon, and is a benefit and service in furtherance of AAUW of Oregon's nonprofit and tax-exempt status. This policy is designed to maintain the integrity of AAUW of Oregon on the World Wide Web and in other online communications and to avoid the use of AAUW of Oregon's name in ways inconsistent with its image, mission, policies, and programs.

1. www.aauw-oregon.org (including logos, written content, photos, graphics, video, & audio):
The policy addresses two distinct audiences (A. and B. below)
Website content is developed by AAUW of Oregon Leadership Team and the website is maintained by the AAUW of Oregon Website Manager. Any inquiries about the website or this policy should be directed to AAUW of Oregon Website Manager at webmgr@aauw-oregon.org or the AAUW of Oregon Communications VP, communications@aauw-oregon.org.

Any entity or individual who uses, accesses, or links to www.aauw-oregon.org is bound by this policy. Use of, access to, or linkage to www.aauw-oregon.org shall constitute acceptance of and agreement to be bound by the terms in this policy. AAUW of Oregon has the right to restrict or revoke access to any entity or individual that violates any provision in this policy.

Although www.aauw-oregon.org includes links providing direct access to other Internet sites, AAUW of Oregon has not participated in the development of those other sites and does not exert any editorial or other control over those sites.

A. AAUW Members (Including Branches, Branch members, Members-at-large, College/University member institutions, and Student affiliates):

- * Content from www.aauw-oregon.org may be used in AAUW branch websites and online notices for AAUW activities. Standardized logos and placement specifications and rules on their use are provided through the Member Center @ www.aauw.org, the website of our parent organization.
- * AAUW members may reprint materials in accordance with this policy provided that credit is given to the AAUW of Oregon website and usage is consistent with AAUW's mission, policies, and programs.
- * www.aauw-oregon.org cannot be linked to or used for personal or professional financial or political gain.
- * AAUW branches that use www.aauw-oregon.org to market, sell products, or raise funds across state lines, including marketing, sales, and fundraising via the Internet, need prior approval from AAUW of Oregon.

B. ***Other Users:***

- * Other users may create Web links to any URL on www.aauw-oregon.org so long as such link is for educational and informational purposes; in furtherance of AAUW's mission to promote equity for all women and girls, life-long education, and positive societal change; and consistent with AAUW policies and programs. Use may not create an implication of AAUW of Oregon's endorsement of or affiliation with a third party.
- * Without explicit written permission of AAUW of Oregon other users may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit www.aauw-oregon.org, except that external users may download material for their own personal, noncommercial use. Without limiting the generality of the foregoing, other users may not distribute any part of this service over any network, including a local area network, nor sell nor offer it for sale. In addition, www.aauw-oregon.org may not be used to construct any kind of database.

2. LINKS from www.aauw-oregon.org:

- * www.aauw-oregon.org links only to websites that are affiliated with, working with, or supported by AAUW or web pages that support AAUW's mission, and are consistent with AAUW's policies and programs.
- * AAUW of Oregon is not responsible for any content on sites or web pages linked from www.aauw-oregon.org. Since we do not control those websites, we encourage you to review the privacy and other policies posted on these third-party sites.
- * AAUW of Oregon does not support or endorse any activities on third party sites that may not be consistent with AAUW's mission, policies, and programs.

3. PRIVACY: AAUW of Oregon is committed to protecting the privacy of people who use our website.

A. ***General Browsing Information:***

Visitors to www.aauw-oregon.org remaining anonymous, and AAUW of Oregon does not attempt to obtain or retain personally identifiable information except as specifically stated. While many organizations use "cookies" - small files sent from a website server to your computer through your browser program to understand how users move through a website and what pages are of most interest - AAUW of Oregon does not use cookies at this time. AAUW of Oregon may maintain general aggregate information, such as the number of visitors to the site, which pages are most often viewed, or from which sites visitors have arrived. This information helps us to better serve our constituency and develop more effective and efficient programs. Unless you affirmatively provide personal information to us, however, we do not maintain information in a personally identifiable format and we take precautions to protect user data and privacy.

B. *Personally Identifiable Information:*

Personal information in e-mails sent to staff or AAUW of Oregon leaders will be used to answer question, address problems or complaints, or otherwise improve service. Please be aware that with any electronic communication, interception by unauthorized third parties is possible, so you may wish to transmit particularly confidential or sensitive information by regular mail.

C. *Publication of Personal Information:*

The AAUW of Oregon website will publish personal information with the following guidelines/restrictions:

1. All names will be hyperlinked to forwarding e-mail addresses within the aauw-oregon.org domain, i.e. the President will have her name linked to e-mail through president@aauw-oregon.org.
2. All individuals without e-mail will be linked through the presidents website address (above). Communications will be directly faxed or mailed to those individuals.
3. Photos taken at AAUW events may be posted on the AAUW of Oregon website without the permission of the people appearing in the photo. When a photo has been “posted” names of those appearing in the photo may also be posted, but names will not be added to “candid” shots unless explicit permission has been received from those appearing in the photo.
4. Anyone who objects to his/her contact information or picture being posted in this way may contact the Website Manager or the AAUW of Oregon Communications VP, and the information will be removed as quickly as possible.