

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

- 1.201.010 ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups (12-06-27-20)
- 1.201.010.1 This policy applies to web sites on the Internet developed by ASHRAE groups including Standing Committees, Chapters, Student Branches, Regions, and Technical Committees (TCs). An ASHRAE group that develops a World Wide Web site shall follow these guidelines, which provide further definition to what is stated in the restrictions stated in the General Rules of ASHRAE's Rules of the Board: "2.101.005 Restrictions / 2.101.005.1 / 74-06-23-21: Matters pertaining solely to politics, religion, or trade are considered inappropriate for a technical society and therefore shall not be a subject of discussion at meetings of the Society or be included in any of its publications."
- A. Hosting - ASHRAE encourages ASHRAE groups to use web sites for internal and external communication.
1. ASHRAE makes server space available to chapters, regions, and technical committees for web site housing.
 2. A section of the Society's web site is dedicated to the posting of information pertaining to activities of each of the Society's Standing Committees. The committees direct staff liaisons as to what information should be posted on the site and submitted to the Society's webmaster. Then, just as the editors of *ASHRAE Journal* and *ASHRAE Insights* use editorial judgment in the preparation of editorial content, the webmaster uses his/her judgment in placing the information in the appropriate section of the Society's web site.
 3. If Society Standing Committees wish to make more extensive use of the Internet for communication, they may establish a web site on a non-Society server provided they follow the ASHRAE web site policy and they do not post ASHRAE information protected by copyright nor information that is competitive with Society activity. Such sites will be linked from the Society's web site, but no staffing resources are to be used in their establishment and maintenance.
 4. ASHRAE does not make server space available to Student Branches.
 5. Social Network Sites, Pages or Groups established and managed by an ASHRAE group: If a Society group (e.g., Standing Committee, Chapter, Region, Student Branch, TC/TG/SSPC) wishes to make more extensive use of the Internet for communication, it may utilize a social networking site provided it follows the ASHRAE web site policy and commercialism policy and does not post ASHRAE information protected by copyright nor information that is competitive with Society activity.
- B. Web Site Designation - Web sites developed by ASHRAE groups shall be titled as follows:
1. Chapter web sites shall be titled: "ASHRAE (registered symbol) (*chapter name*) Chapter."
 2. Student branch web sites shall be titled: "ASHRAE (registered symbol) (*branch name*) Student Branch."
 3. Regional web sites shall be titled: "ASHRAE (registered symbol) Region (*region number*)."
 4. TC web sites shall be titled: "ASHRAE (registered symbol) Technical Committee (*TC number*) '*TC name*.'"
 5. Web sites of Standing Committees shall be titled: "ASHRAE (registered symbol) (*Name of Committee*)."
 6. ASHRAE shall assign appropriate URLs for hosted groups as needed. Insofar as possible, the URLs shall be designated with the intent of clarity, consistency, and simplicity.
- C. Multiple Sites - All web site content posted by each ASHRAE group shall be available for navigation through a single home page.
- D. Disclaimer - Web sites must prominently feature an appropriate disclaimer on the home page (first screen), as follows:

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

1. Standing Committee, Regional and TC sites shall include the statement: "This web site describes the activities of (*Name of Standing Committee*) or Region (*region number*) or Technical Committee (*TC number*) of ASHRAE. It does not present official positions of the Society nor reflect Society policy. ASHRAE is not responsible for this site's content. To learn more about ASHRAE activities on an international level, contact the ASHRAE homepage at <http://www.ashrae.org>." (This address must be linked to the Society's home page.)
 2. Chapter and Student Branch sites shall include the statement: "This web site is maintained by the (*name of Chapter or Student Branch*) of ASHRAE. It does not present official positions of the Society nor reflect Society policy. ASHRAE chapters may not act for the Society and the information presented here has not had Society review. To learn more about ASHRAE activities on an international level, contact the ASHRAE home page at <http://www.ashrae.org>." (This address must be linked to the Society's home page.)
 3. Social Network Sites, Pages or Groups "This (*page, web site, discussion group, etc.*) web site is maintained by the (*name of group*) of ASHRAE. It does not present official positions of the Society nor reflect Society policy. (*name of group*) may not act for the Society and the information presented here has not had Society review. To learn more about ASHRAE activities on an international level, contact the ASHRAE home page at <http://www.ashrae.org>." (*This address must be linked to the Society's home page if possible.*)
- E. Site Webmaster - One person who is a voting or corresponding member of the ASHRAE group shall be assigned as the webmaster of that group's web site, responsible for what appears on the site. This person's name, committee position, e-mail address, and the date of last revision shall appear on the home page.
- F. Content
1. All material on a web site must be reviewed for appropriateness of material and timeliness. All material that is posted on a web site must be approved for posting by the chair or president of the ASHRAE group. Format of the web site must be approved by the ASHRAE group.
 2. Rosters published on web sites will conform to ASHRAE's Security and Privacy Policy.
 3. Content posted on web sites must not violate copyright policies nor infringe on intellectual property rights (including those of ASHRAE as represented in its copyrights) and must reflect the professional standards of ASHRAE.
 4. Technical Committees may post working drafts of technical material including but not limited to Handbook chapters, standards and guidelines, and work statements under the following conditions:
 - a. The following disclaimer must appear on the first page of the draft: "Copyright ASHRAE (year). This is a draft produced for consideration for publication by (name of committee). The proposed content in this draft is subject to change before final approval by ASHRAE. The draft or portions thereof may not be quoted or reproduced without permission of the ASHRAE Publisher, 1791 Tullie Circle NE, Atlanta, GA 30329-2305; (404) 636-8400; fax (404) 321-5478."
 - b. The words "Working Draft – Do Not Quote" must appear in a header or footer on every page.
 - c. The draft must be posted on a private web site or private section with access restricted to members of the group only.
 - d. No material that is offered for sale by ASHRAE may be posted on a web site.
 - e. Technical Committees may post past Winter or Annual meeting program presentations for download or viewing with the following provisos:
 - (1) The posted versions must be the versions that were previously reviewed for commercialism and approved by the Conferences and Expositions Committee.
 - (2) The following disclaimer must be viewed by the user prior to download or viewing: "This information was presented at ASHRAE Seminar _____ held at the _____ meeting in _____. The seminar format is to present information of current interest and to provide a venue for interaction between ASHRAE members. These seminars should not be considered peer-reviewed (or the final word on any subject). ASHRAE has not

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

investigated, and ASHRAE expressly disclaims any duty to investigate any product, service, procedure, design, or the like which may be described herein. The appearance of any technical data or editorial material in this presentation does not constitute endorsement, warranty, or guarantee by ASHRAE of any product, service, process, procedure, design, or the like. Neither ASHRAE, the authors nor their employers warrant that the information in this presentation is free of errors. The entire risk of the use of any information in this presentation is assumed by the user. Before making any decision or taking any action on this subject, you should consult a qualified professional advisor.”

- (3) The sponsoring group must also have received written or electronic permission for posting the seminar from the author.
 - f. Statements and presentations may not appear on web sites that state, purport, or imply that they present ASHRAE positions, policy, or opinions.
- G. Discussion Groups - Web sites may house discussion groups.
- H. Commercialism - Content on web sites is governed by the following policies regarding commercialism:
1. Content on Standing Committee, Regional, Student Branch and TC web sites may not violate ASHRAE policies with regard to commercial and proprietary interests. Specifically, web sites may not endorse nor describe or state by name products, services and companies, except to identify the business affiliations of persons named on the site. Links may be provided only to other ASHRAE web sites and to noncommercial sites if the purpose is clearly for information only. Before the link is executed, viewers must see a message indicating that they are leaving the ASHRAE group's web site and that ASHRAE does not endorse the content of the target web page. Company URLs may not be posted and no links to company sites are allowed except as provided in 8.4.
 2. ASHRAE groups may not link their sites to sites of manufacturers of equipment and products used in the HVAC&R industry nor to commercial providers of HVAC&R services, except as provided in 8.3 and 8.4.
 3. Chapters, regions, and TC web sites hosted by ASHRAE may not contain advertising, other than advertising provided by ASHRAE as a means of subsidizing the hosting of the site. Chapter sites not hosted by ASHRAE may only accept "business card" type advertising if they wish to accept advertising. Non-hosted chapters may include links to company web sites and charge fees for those links under the following conditions:
 - a. The company must be associated with HVAC&R technology. The company must be either a local service provider, a local manufacturer, or a manufacturer's representative.
 - b. The following message must be viewable before the link is executed: "You are leaving the _____ Chapter Home Page."
 - c. E-mail links from business cards on chapter home pages are allowed providing that the link is for E-mail only and the viewer never leaves the chapter's home page when executing the link.
 - d. Commercial content, including business card type advertising and links to company sites, that appear on the chapter home page must be in a section of the chapter home page that is dedicated to advertising. For example, advertising content and editorial content cannot appear on the same screen and links to company sites cannot be placed on the same screen as editorial content.
 4. An ASHRAE group's site may be linked to a commercial site if the ASHRAE group's site resides as an offspring to the commercial organization's parent home page. In such cases only the link "return" is allowed. "Return to XYZ Co." is not allowed as this would constitute advertising.
- I. ASHRAE Trademarks - ASHRAE and the ASHRAE logo are registered trademarks of ASHRAE.
1. The "circle-R" registered symbol must appear with the name "ASHRAE" the first time "ASHRAE" appears on the home page and with the first use of the ASHRAE logo.

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

2. ASHRAE groups may use the ASHRAE logo on their own respective home pages in accordance with these guidelines, but groups may not authorize use of the ASHRAE logo by others. Authorization for ASHRAE trademark and logo use on the Internet may only be given by ASHRAE Headquarters.
 3. The Society may restrict the use of its trademark and logo on web sites at any time if use of the Society's trademarks is determined by ASHRAE to be detrimental to the Society's interests or if ASHRAE determines that the appearance of content on web sites conflicts with or may be confused with content appearing on the Society's web site.
 4. ASHRAE Headquarters reserves exclusive use of the name "ASHRAE (registered symbol) On Line" for its Internet communication service.
- J. Link to ASHRAE
1. Each web site must link to the Society's home page.
 2. The Society will provide a link to the chapter's home page, providing that the chapter has followed these standards.
 3. Procedures for ASHRAE Hosted Sites
 - a. An ASHRAE region, chapter, or TC may develop a web site that may be hosted on the Society's server. The site shall conform to the following requirements:
 - b. Each regional director, chapter president, or TC chair shall designate a single individual to be the webmaster for that group or region. This person will be responsible for web site postings from that group or region.
 - c. Files shall be uploaded to the ASHRAE hosted site by the group's webmaster using the FTP procedure provided by staff.
 - d. Files shall be uploaded in the following format: (*Formats to be specified by staff.*)
 - e. Staff will not review files for content, but ASHRAE reserves the right to edit or remove material that conflicts with ASHRAE policies.
 - f. Files for the web site shall occupy no more than 20 MB of hard drive space.
 - g. Only the designated webmaster may upload files to the server.
 - h. Links may be provided only to other ASHRAE web sites and to noncommercial sites.
- K. References to ASHRAE Products - Web sites should refer Internet users to the Society's home page for pricing information about ASHRAE publications and Society programs.
- L. Site Review - ASHRAE staff will periodically review web sites with links from the Society Home Page. If a site is found to be in violation of any of these policies, the designated webmaster of the site will be notified to correct the violation. If the violation is not corrected, staff will remove the link to the site from the Society Home Page.
- M. Contact for Linking or Policy Questions - <webmaster@ashrae.org>