



CF Item Barcode Sign

Page 1
Date 14-Feb-2005
Time 12:07:25 PM

Login Name John Manfredi (Records Assistant II)



UN-CS-RAI-USAA-DB01-2005-00046

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External ID

Title

Chapter 12: Linking to the UNICEF site of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.Date Created
14-Feb-2005 at 12:06 PMDate Registered
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Date Closed

Primary Contact
Owner Location Common Service Task Force
Home Location UN-CS-RAF-USAA-DB01-2005-0001 (In Container)
Current Location/Assignee Common Service Task Force since 14-Feb-2005 at 12:06 PM

FI2: Status Certain? No

FI3: Record Copy? No

d01: In, Out, Internal Rec or Rec Copy

Contained Records
Container

Date Published Fd3: Doc Type - Format Da1:Date First Published Priority

Record Type A02 UN-CS-RAI-COMMON SERVICE EG ARM ITEM WRITE
Document Details Record has no document attached.

Print Name of Person Submit Image

Signature of Person Submit

Number of images
without cover

Linking to the UNICEF site

Revised 5 June 2001

The following guidance on linking to the UNICEF site would reside on a special page, accessible through the UNICEF home page. Upon receiving a request for permission to link, we would simply provide the URL of the page and ask the requester(s) to read and comply with the guidelines.

Commercial sites (those selling products or services) would in addition be required to send an email to PSD in order to obtain formal permission. The details of this arrangement will need to be worked out with PSD.

Rationale

Web site developers cannot actually prevent any outside site from linking to theirs. The process of asking for permission is purely a courtesy. Furthermore, it is not possible for the Web team to do a thorough review of every site that asks for permission to link--much less to track changes to sites that have received permission to link after any initial review. The resource costs in terms of staff time will become higher as the Web grows and more sites come online.

Posting the guidelines on the UNICEF site acknowledges these realities. It also allows us to cite the guidelines in case of egregious violations and demand that genuinely offensive links be removed.

Furthermore, the existence of such a policy can be seen as a positive incentive to the right kinds of sites, which we are encouraging to link to us in the first paragraph of the draft text below.

Finally, the process of granting permission to link will be simplified: it will be easier to obtain an a statement from the site maintainers that they have read the guidelines and will comply, than it is to review sites in detail one by one.

Draft text:

UNICEF welcomes links from sites that share our goals of working for children's rights, meeting children's basic needs and expanding opportunities for children to reach their full potential.

If you would like to link to UNICEF's web site, we ask you to agree to the following.

A site that links to UNICEF's site:

- May not contain any content which could be deemed offensive, unsuitable for children, or harmful to or exploitative of children, including content which could be considered child pornography or otherwise promoting or depicting exploitation of children for any illegal or immoral purpose.
- May link to UNICEF's content but may not copy it without special permission.
- Should not embed a UNICEF web page in a frame or create any border environment around UNICEF content.
- Should not misrepresent its relationship with UNICEF or imply that UNICEF is endorsing it or its products.
- Should not use the UNICEF logo without permission. Permission is normally granted only to authorized partners of UNICEF, i.e. those organizations with which UNICEF has an existing working relationship, which typically are NGOs, academic institutions, publishers and broadcasters, and government agencies.
- Should, if it sells any products or services, first email xxxxx@unicef.org to arrange for permission to link. All commercial sites must follow this procedure.

UNICEF reserves the right to disallow links at any time (e.g. if there are contents or other links in close proximity to the UNICEF link that may be inappropriate from UNICEF's point of view). If this is the case, the site maintainers agree to delete the link immediately.

***Use of UNICEF website content:
Terms and conditions***

The following terms and conditions apply to use of web content from the UNICEF website www.unicef.org or any other website operated by UNICEF. 'Web content' refers to text and other content produced primarily or exclusively for the web; other content, such as publications and photos, is also copyright UNICEF and is covered by different terms and conditions. Please inquire at info@unicef.org if in doubt.

1. The requesting party will provide UNICEF with a short statement indicating:
 - why they would like to use UNICEF content
 - where it will be used (on which website, or in what publication, and in what context)
 - who the expected audience is
 - agreement to the conditions outlined below
 - contact information: name of the organization, name of the responsible person giving agreement, mailing address, website URL, email address(es).

The statement should be sent to info@unicef.org .

2. All content provided by UNICEF (including text, photos, any other graphics, video, sound files, games, software or scripts, or any other content to be used on or made available electronically) will be used in the spirit of UNICEF and will be credited to us.
3. If the content is to be used online: The recipient of the content agrees to maintain links to the UNICEF Web home page and to at least one other page on the UNICEF Web site, the latter page to be chosen by UNICEF.
If the content is to be used in print: The recipient agrees to provide a citation crediting UNICEF and including the URL of the UNICEF home page (<http://www.unicef.org/>) .
4. The recipient of the content will not allow any other site or publication, other than the one indicated in their original statement, to use the content without first seeking UNICEF's approval. This includes use on another domain operated by the same organization, or in another publication produced by the same organization.
5. The site or publication must not contain any content which could be deemed offensive, unsuitable for children, or harmful to or exploitative of children, including content which could be considered child pornography or otherwise promoting or depicting exploitation of children for any illegal or immoral purpose.

UNICEF reserves the right to disallow use of our content by another organization at any time (e.g. if there is content in close proximity to the UNICEF content that may be inappropriate from our point of view). If this is the case, the site must agree to delete the content immediately.