



## Kiwanis-family Web site Guidelines

© February 2004

### **Introduction**

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These guidelines are instituted by the Kiwanis International Board to be maintained and updated by Kiwanis International Staff. The Kiwanis-family Web site guidelines (the Guidelines from here on) are intended to illuminate policies governing the operation of the Kiwanis-family Web sites and all Web sites linked to or from those sites. The Guidelines also provide specific rules governing Kiwanis-family club Web sites.

Kiwanis International maintains the official Kiwanis-family Web sites as a service to Kiwanis-family clubs and interested guests. The Kiwanis-family Web sites include and are not limited to: Kiwanis International (<http://www.kiwanis.org/>), Kiwanis International Foundation (<http://kif.kiwanis.org/>), Circle K International (<http://www.circlek.org/>), Key Club International (<http://www.keyclub.org/>), Builders Club (<http://www.buildersclub.org/>), K-Kids (<http://www.kkids.org/>), Aktion Club (<http://www.aktionclub.org/>), Kiwanis Junior (<http://www.kiwanisjunior.org/>), and the Kiwanis International Office (<http://www.kiwanis.us/>). “Kiwanis-family club” refers to any member, club, division or district of the above-mentioned organizations and “Kiwanis-family club Web sites” refers to Web sites administered by those entities and not Kiwanis International.

### **I. Kiwanis-family Web sites**

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#### **Links**

Kiwanis International will maintain links to Kiwanis-family club Web sites. Kiwanis International will maintain links to any organizations officially approved by the International Board. Kiwanis International will not establish a link to any commercial organization except as part of an advertising contract or in the context of an official Kiwanis-family relationship, unless as provided for below. Kiwanis International has the right to delete a link for any reason.

#### **Page design and content**

Kiwanis International assumes no responsibility for any sites linked to/from its Kiwanis-family Web sites. Further, it assumes no obligation to edit submissions (e.g., message

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board posts, photo uploads, etc.) to be posted on the Kiwanis-family Web sites. Kiwanis International reserves the right to edit, rewrite, and delete content at its discretion.

Kiwanis International is not responsible for informing anyone of any Kiwanis-family Web site changes, such as change of addresses for literature items or forms. Thus, Kiwanis International discourages deep linking<sup>1</sup> to resources and pages within the Kiwanis-family Web sites unless as directed by Kiwanis International.

Kiwanis International assumes no responsibility for the content of sites linked to/from the official Kiwanis-family Web sites.

### **Privacy**

Addresses and phone numbers of Kiwanians listed in the Kiwanis International Directory shall not be posted on Kiwanis-family Web sites without approval of the Kiwanis International Board.

Kiwanis International will maintain such privacy policies and safeguards for its Web sites and subsidiary Web services as are necessary to protect members and guests from unsolicited commercial e-mail, telemarketing, harassment, obscenity, libel, slander, etc. Registered users of member-only services within the Kiwanis-family Web sites are solely responsible for their use of those services and shall indemnify Kiwanis International from legal actions arising from such use. Acceptance of a privacy policy and terms of use at time of registration will serve as acceptance by the member of this responsibility and the more specific requirements therein.

### **Political Activity Outside Kiwanis**

Although a Kiwanis-family Web site can provide balanced information on all candidates running for a given office as a public service, it shall not endorse a political candidate.

### **Political Activity Within Kiwanis**

A candidate for a position on the Kiwanis International Board of Trustees may establish a Web site. Upon request by the candidate, Kiwanis International will provide a link or reference to the candidate's campaign Web site within posted biographies or listings of candidates.

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<sup>1</sup> Deep Linking - A process of linking to a page found deep within someone else's site. This is bad practice and is thought to contravene copyright law as it passes somebody else's data off as original content. (<http://www.ukfavourites.com/glossary.htm>)

## **II. Kiwanis-family club Web sites**

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Kiwanis-family club Web sites should be linked to the appropriate Kiwanis-family Web site (i.e.: Kiwanis clubs to Kiwanis International, Key Clubs to Key Club International, etc.).

Kiwanis International does not provide Web hosting services for Kiwanis-family clubs but may link to or suggest authorized licensee, commercial, governmental, and non-profit Web hosts as it sees fit.

### **Submitting requests for links**

In order to request a link from a Kiwanis-family Web site, you must submit an official request using the proper form by visiting that particular site's homepage and clicking "Kiwanis Family Links", then clicking "Submit Web Site Link" (if the choice is available). Other methods of submitting link requests, by e-mail for example, will generally not be accepted. A separate form submission is necessary for each link requested.

[Click here to add or change a Kiwanis-family club link on *this* Web site]

In addition, by receiving a link on an official Kiwanis site, you agree to notify Kiwanis International of address changes using the official request form.

All of the Guidelines must be met, which includes refraining from unauthorized deep linking<sup>1</sup> and linking to the appropriate Kiwanis-family Web site.

### **Automatic linking service**

Using Kiwanis International's automatic linking service, Kiwanis-family clubs can claim a virtual directory under the desired Kiwanis-family Web site. For example, the Kiwanis Club of Granby could use "http://www.kiwanis.org/club/granby/" as its permanent address. The Kiwanis International service automatically will switch to the real, more complicated address.

This free service has many benefits. The address is permanent. Though a Kiwanis-family Web site may switch its Web host or have the address changed by its current Web host, the Kiwanis-family formatted address will remain the same. There will be no need to reprint Kiwanis-family club stationery. Also, the address is simple and easy to remember.

The automatic linking service is available to all Kiwanis-family clubs (including districts and divisions).

To use this service, clubs must follow these guidelines:

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- This is not a Web site hosting service; Kiwanis-family clubs must secure Web hosting accounts independently.
- The site must be a Kiwanis-family club, division, or district site (Kiwanis, Circle K, Kiwanis Junior, Key Club, Builders Club, Aktion Club, or K-Kids only).
- The site must include a prominent link to the respective International home page.
- The site must accord with the Guidelines for Kiwanis Family Web sites as instituted by the Kiwanis International Board.
- Subdirectories (/club/, /division/, /district/) will be part of the address to distinguish clubs, divisions, and districts and to help maintain the structural arrangement of the Kiwanis and Key Club International sites.
- Addresses are provided on a first-come, first-served basis.
- Kiwanis International reserves the right to update or change these rules or revoke this service to a Kiwanis-family club at any time.

### **Privacy**

No Kiwanis-family club should assume the right to post members' personally identifiable information on its Web site, including names, photos, phone numbers, e-mail, postal addresses, etc. Permission to post personally identifiable information must be granted by express permission given on a strictly opt-in<sup>2</sup> basis. Implied consent by way of an opt-out<sup>3</sup> process is not acceptable as express permission under the Guidelines.

Kiwanis-family clubs may choose to post information about meeting places and times. However, officer names, addresses, and other contact information should be posted in areas protected by secure password protection for members of that club only, unless express permission is given as above.

Personally identifiable information listed in the Kiwanis International Directory shall not be posted on any Kiwanis-family club Web site, unless authorized on an individual basis as above.

### **Membership Development**

A Kiwanis-family club shall not solicit new members through its Web site, but it may invite persons interested in learning more about the club to attend a meeting or to receive more information about the club. Only when a member is ready to stand as a sponsor may a person be considered for membership.

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<sup>2</sup> Opt-in: A policy for giving permission under which the user explicitly permits the Web site operator to collect the information, use it in a specified manner and/or share it with others when such use or disclosure to third parties is unrelated to the purpose for which the information was collected. (<http://www.getnetwise.org/glossary.php>)

<sup>3</sup> Opt-out: A policy under which the user's permission is implied unless the user explicitly requests that his/her information not be collected, used and/or shared when such use or disclosure to third parties is unrelated to the purpose for which the information was collected. (<http://www.getnetwise.org/glossary.php>)

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**Official documents, emblems, and trademarks**

Every Kiwanis-family club Web site shall adhere to the Constitution, Bylaws, Policies, and Procedures of its organization. These governing documents define the standards and practices of all official Kiwanis entities. Copies and interpretations of these documents are available from the Member Services Department at the Kiwanis International Office.

Kiwanis International documents cannot be copied or distributed without express permission of Kiwanis International.

Kiwanis-family clubs, club members, divisions, districts, federations, and foundations are permitted to use the Kiwanis name and Kiwanis Family registered trademarks on their Web sites provided such use conforms with Kiwanis International Policy C 4, “Use of Name or Emblem,” and provided that the marks are not connected to commercial activity. To learn more about restrictions on the “Use of Name or Emblems,” see the document titled “Kiwanis International’s Authorized Licensees” on the Kiwanis International Web site. Kiwanis registered marks shall not be used in combination with any other emblem or name.

Kiwanis registered trade marks shall not be used on or in connection with any goods or services or in connection with any goods or services or as a trade name by a person, firm, or corporation without prior written approval of Kiwanis International.

It is the responsibility of every Kiwanis entity, each club of the Kiwanis family, and every individual Kiwanis Family member to ensure that the official Kiwanis-owned registered marks maintain the respect of Kiwanis International has earned over the years. Their protection as registered marks from unauthorized use demands the highest priority.

All officially accepted Kiwanis International amendments and resolutions to be considered at the annual Kiwanis International Convention will be posted on the Kiwanis International Web site. To avoid confusion, these items should not be posted on club, district, or division sites. Similarly, clubs should not post amendments or resolutions to be considered at the district level.

**Page design and content**

The home page of a Kiwanis-family club, division, district, federation, or foundation must clearly identify the entity sponsoring the page so that it will not be confused with any Kiwanis-family Web site, the only sites representing all of the Kiwanis Family. All such home pages should contain a link to its related Kiwanis-family Web site and refrain from deep linking to such site.

Content and design of a club, division, and a district Web site should clearly represent only its club, division, or district and not the Kiwanis Family as a whole.

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Clubs, divisions, and districts are encouraged to submit project stories and photos to the Kiwanis-family Web sites. Kiwanis assumes no responsibility for the uploaded material.

Clubs, divisions, and districts are urged to assert the following statement:

“The (name of Kiwanis-family club) assumes no responsibility for any sites linked to/from its Web site, has no obligation to edit posted submissions, and reserves the right to edit, rewrite, and delete content that it deems inappropriate for any reason.”

Any Kiwanis-family club creating a Web site should obtain an agreement from the developer assigning all rights for the content of the site to that Kiwanis-family club.

### **Commercial Activity**

A Kiwanis-family club Web site, like a bulletin or newsletter, may carry advertising or recognition for donations but shall not endorse products or services.

Any Kiwanis-family club posting advertising on its Web site should obtain an agreement from each advertiser indemnifying the Kiwanis-family club and Kiwanis International against loss resulting from the advertisement including, without limitation, losses caused by trademark or copyright infringement and suits for defamation.

A Kiwanis-family club Web site may contain a link to a commercial site, but it should be clearly identified as party of an advertisement.

A Kiwanis-family club Web site shall not carry an advertisement or link to a commercial site that fails to meet the standards of the Objects of Kiwanis.

### **Fund-raising and Solicitation**

A Kiwanis-family club may promote only its Kiwanis-family related fund-raising activities on its Web site. A member, club, district, or division shall not promote any program or project outside its club/division/district territory without prior approval of the Board of Trustees of Kiwanis International. Similarly, e-mail solicitation of funds or sales of products by a club within a district shall be confined to the geographic area in which the club functions except by mutual understanding and agreement of clubs or divisions in the area of solicitation. Advertising in support of club fund-raising should be labeled as a fund-raising activity of the club.

E-mail lists of Kiwanis-family members collected at a Web site or acquired by other means should not be used for junk mail without specific permission (opt-in process) of the members on the list. Kiwanis-family entities may not engage in unsolicited e-mail (Spam). The International Board must approve any commercial use of e-mail lists of Kiwanis-family clubs.

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**Political Activity Outside Kiwanis**

Although a Kiwanis-family club Web site can provide balanced information on all candidates running for a given office as a public service, it shall not endorse a political candidate.

**Political Activity Within Kiwanis**

Endorsements of candidates for office in the Kiwanis Family at the division, district, and International level may be posted only if the club or district board of directors votes to endorse and directs that the endorsement be announced on the Web site.

Endorsements or critiques of amendments and resolutions at the district and International levels may be posted only if the club or district board of directors votes on these issues and directs that the decision be announced on the Web site.