

3500-P011: Website Advertising Policy

I. PURPOSE

The purpose of this policy is to define the conditions for the use of links to vendors, private sector businesses, and other non-Government entities.

II. SCOPE

This policy applies to all web sites and web applications in Executive Branch agencies, boards, and commissions (collectively referred to as “agency” or “agencies”).

III. POLICY

- A. For the purpose of this policy, advertising links include text and/or image based links.
- B. Advertising links to commercial businesses or vendors must not be used on web pages unless one or more of the following applies:
 - 1. The link is required under a software license agreement and the software is an integral part of the web site and/or web application.
 - 2. The link is to an organization that has a defined ongoing business relationship with the State entity and the business relationship requires the link, or the State entity would benefit from the link. This does not include temporary business partnerships such as professional services contracts.
 - 3. The link is to a specific product or technology needed to access data on the web site (for example links to software products such as Adobe Acrobat Reader).
 - 4. The link provides site security information in the case of validating Secure Sockets Layer (SSL) Certificates from the certificate provider.
- C. Links to city, county, or federal web sites are not prohibited by this policy.
- D. Web sites must display the current advertising disclaimer language standard (See 3500-S011- Advertising Disclaimer Language Standard).

CIO Approved Date 3/22/12