

# Linking Policy

## Policy Overview

This policy applies only to the suite of CCS Web sites. The CCS does not endorse the content, products, services or viewpoints expressed within external Web sites. Further, the CCS is not responsible for the currency, accuracy or completeness of content published within external sites. Further, CCS Web sites deliver to end-users information and services relevant and applicable to its mission. Hyperlinking to CCS Web sites is permitted under limited conditions.

The criteria below are used by CCS to determine the suitability of links to and from its suite of Web sites. In both cases, requests must be submitted to CCS at [webmaster@ccs.ca](mailto:webmaster@ccs.ca)

## Links from CCS Web sites

In general, CCS will provide links from its sites to national or international not-for-profit professional organizations with a formal interest in and commitment to cardiovascular health and care. CCS may review requests to link to other types of Web sites at its own discretion.

CCS considers the following criteria when reviewing requests for hyperlinks to external sites:

- the content of the external site is consistent with the aims, objectives and mandate of CCS;
- the creation of a link does not provide unfair competitive advantage through endorsements of third party interests. Links are provided for convenience purposes only and are not an endorsement or rating of the content of the sites to which they are made;
- the site is not considered inappropriate due to its content or its affiliations;
- the content of the site complies with the laws of Canada, which includes such items as copyright, privacy, etc.;
- the content of the site is kept current and accurate;
- all external hyperlinks, once accessed on a CCS Web site, will open a new browser window, leaving the referring CCS Web site browser intact;
- Changes to an external Web site's URL must be provided to CCS in writing. CCS is not responsible for the accuracy of hyperlinks to external Web sites;
- the external Web site must list contact information that includes the following:
  - Full name of organization
  - Complete mailing address
  - e-mail contact person
  - phone number.

## Links to CCS Web sites

In general, CCS will allow links to its sites from national or international not-for-profit professional organizations with a formal interest in and commitment to cardiovascular health and care. CCS may review requests to link to its sites from other types of Web sites at its own discretion.

CCS considers the following criteria when reviewing requests for hyperlinks to external sites:

- The link referring to a CCS Web site is text-only;
- The link referring to a CCS Web site must not use any manner of CCS logo or image;
- The creation of a link does not confuse the user as to the source of the information through such practices as framing;
- The links provided respect the copyright policy that governs materials published on CCS sites;
- The external Web site is responsible for maintaining currency and accuracy of hyperlinks to CCS Web sites.