

## LINKING POLICY

### Introduction

The Canadian Heart Rhythm Society (CHRS) has established a formal policy regarding hyperlinking from or to its suite of Web sites. The purpose of the policy is to ensure that CHRS members, partners, stakeholders and interested parties are provided access to both credible content and not-for-profit professional organizations recognized for their commitment to cardiovascular health and care.

### Policy Overview

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

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

### Links from CHRS Web sites

In general, CHRS 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. CHRS may review requests to link to other types of Web sites at its own discretion.

CHRS 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 CHRS;
- 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 CHRS Web site, will open a new browser window, leaving the referring CHRS Web site browser intact;
- Changes to an external Web site's URL must be provided to CHRS in writing. CHRS 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 and phone number.

### Links to CHRS Web site

In general, CHRS 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. CHRS may review requests to link to its sites from other types of Web sites at its own discretion.

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

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- The link referring to a CHRS Web site is text-only;
- The link referring to a CHRS Web site must not use any manner of CHRS 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 CHRS sites;
- The external Web site is responsible for maintaining currency and accuracy of hyperlinks to CHRS Web sites.