

Website Linking Policy

Georgia Council on Aging

This policy outlines the criteria and requirements that external websites must meet to have a link from our websites. It also details how links are accepted and removed from the Georgia Council on Aging (GCOA) websites. We reserve the right to link to external websites that provide a service or are otherwise of value to our users.

1. Acceptance Criteria

Our websites have links to federal, state, and local governments that provide information and services benefiting users. We will, at our discretion, consider link requests to non-governmental websites containing information and/or services that further the purpose of GCOA, including sites of GCOA-contracted vendors and sponsors.

Each link request we receive must undergo review to determine its relevance and appropriateness to the purpose of GCOA. Approval is based on the following criteria:

- The external website corresponds with the purpose of GCOA
- The website's content is appropriate with respect to the purpose of GCOA
- The website does not:
 - Exhibit hate, bias, discrimination, pornography, libelous, or otherwise defamatory content.
 - Advocate or promote the use of alcohol or tobacco.
 - Belong to or support a political affiliation.
 - Further the agenda of a political organization or candidate running for office.
 - Endorse one specific product, service, or service provider

GCOA reserves the right to deny links we determine a website contains misleading or unsubstantiated claims, conflicts with the purpose of GCOA, or does not meet one or more of the criteria out in this policy.

2. Review Process

- Email link requests to the GCOA [Email](#), placing "Link Request" in the subject line. Each link request should address how the site meets the acceptance criteria outlined above.
- The link request will be reviewed against the acceptance criteria set forth above. The decision of GCOA is final as to whether the requesting site may have a link from our websites.
- Approved sites must comply with the following conditions for link maintenance and may be required to enter into a written linking agreement with GCOA.

3. Conditions for Link Maintenance on GCOA

To provide superior customer service with our websites, we require any websites with a link from our site meet the following conditions to maintain that link:

- The linked site must provide the user with access to an email address and/or a customer service telephone number to contact if there are problems with format, accuracy, timeliness, or payment processing.
- Linked sites should not excessively burden the GCOA customer support system or the link will be removed.
- Users must have easy access back to GCOA websites one of two ways:
 - A link to GCOA websites established on the external website's main page; or
 - A "Back" button returning the user to the GCOA websites.

Linked sites must have a privacy and security policy accessible from the home page informing the user of what personal information is collected, how it is collected, and how it is used. GCOA encourages linked sites to comply with industry-accepted accessibility standards to ensure users with disabilities may access these sites.

Linked sites must notify the GCOA [Email](#) if the site becomes inaccurate or inactive.

4. Removal Process

GCOA reserves the right to remove links if it determines a website contains misleading or unsubstantiated claims, conflicts with the purpose of GCOA, or does not meet one or more of the criteria set forth above in this policy. The decision of GCOA is final as to whether a link is to be removed. Links will be reviewed regularly and may be removed for the following reasons:

- The link no longer points to the original information or resource to which it was intended to point.
- The linked website contains inaccurate or misleading information or has changed such that it is no longer in compliance with the acceptance criteria.
- The linked website violates the conditions for link maintenance.
- Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising.
- The link is permanently unreachable or remains unavailable for a lengthy period.
- The external website fails to comply with the written linking agreement, if any.

Contact Information

For questions and concerns regarding the linking policy, email GCOA at [Email](#).