

A resolution to regulate the web sites of local, jurisdictional, and appendant bodies of DeMolay.

## **Resolution**

**Whereas**, DeMolay International is the governing body of DeMolay;

**Whereas**, DeMolay International holds exclusive rights to the trademarked name “DeMolay” as well as DeMolay logos and marks;

**Whereas**, DeMolay International has the right and responsibility to enforce its copyrights and trademarks and to preserve the integrity and public image of DeMolay at all levels;

**Whereas**, the World Wide Web is an increasingly important source of information and means of communication;

**Whereas**, the content of web sites of local chapters, jurisdictions, appendant organizations, and other groups associated with DeMolay can have a significant impact on the public’s perception of DeMolay and those associated with it; and

**Whereas**, the establishment of web site policies provides a basis on which to build a consistent, quality program of information and communications on the World Wide Web about DeMolay,

**Now Be It Therefore Resolved**, that the Board of Directors of DeMolay International does hereby establish these policies to govern web sites associated with DeMolay.

## **DeMolay International Web Site Policies**

These policies were adopted by the DeMolay International Board of Directors on November 16, 2002 to govern the content of web sites associated with DeMolay, its chapters, jurisdictions, appendant organizations, and other groups associated with DeMolay.

DeMolay International encourages use of the World Wide Web as a tool for communication and information sharing. Web sites associated with DeMolay should be in keeping with DeMolay's standing as a character-building and leadership development organization for young men. Every web site bearing the DeMolay name will inevitably be seen as a reflection on the entire organization. As such, all web sites associated with DeMolay should adhere to the highest legal, moral, and ethical standards. Following are policies which define minimum levels of quality, consistency, and appropriateness for all web sites established by, maintained by, or which purport to represent local DeMolay chapters, jurisdictions, appendant bodies, and other groups associated with DeMolay (henceforth referred to as "the web site").

### **Web Site Advisor(s)**

- At least one registered advisor shall be designated to supervise activities related to and content posted on the web site.
- It shall be the duty of the Web Advisor(s) to ensure that the web site adheres to these web site policies.

### **Copyrights and Trademarks**

- Copyright and trademark laws must be observed.

### **Content**

- The web site shall contain nothing that would bring a local chapter, a jurisdiction, or DeMolay in general into disrepute.
- The web site shall contain nothing that is libelous, defamatory, obscene, pornographic, threatening, abusive, or illegal. Content containing nudity, profanity, or that is instructive about illegal activities is also prohibited.
- The web site shall not promote or encourage any action that would violate the rights of any party or that would constitute or encourage a criminal offense, or that would otherwise give rise to civil liability or violate any law.
- The web site shall contain nothing that is inconsistent with the standards of DeMolay or that could give the impression that such a situation exists within the DeMolay program.
- Material posted on the web site must be accurate in its content and updated as necessary to keep it accurate.
- DeMolay ceremonies not intended for public display may not be posted to a general access area of the web site.

### **Private Information**

- **Advisors and Adults:** Private information of adults (age 21 and up) such as mailing/street address(es), e-mail address(es), or telephone number(s) must not be posted to a general access area of the web site without the consent of the individual who owns the information.
- **Members and Minors:** Private information of individuals under the age 21 and any information by which a person could gain access to the private information of a minor must not be available

in a general access area of the web site without the expressed written consent of the minor's parent or legal guardian.

### **Linking**

- Links to external web pages and resources must be noted so as to make clear to the user that the content of the external web site is not provided or maintained by those associated with the (DeMolay) web site.
- All pages of the web site must contain a prominent link to the "home page" or must contain the information required for the home page (see below).

### **Advertisements**

- The web site shall not contain advertisements (within the content of a web page or "pop-ups") from a third-party ad service unless the service can provide assurances about the type of advertisements that will be displayed.
- Advertisement revenue must be used to defray the cost of web site hosting or to provide other benefit the DeMolay entity which is represented by the web site.

### **Home Page**

- The web site's home page must contain the complete name of the chapter, jurisdiction, or appendant group (as appropriate) being represented by the web site. A chapter web site home page should also state the community or city in which it is located and the jurisdiction or state to which it belongs.
- If the connection is not readily apparent, the web site's home page must contain a statement acknowledging the affiliation of the body being represented by the web site with DeMolay.
- The web site's home page must contain the following information, or a link to it, near the top or bottom of the page: The name and e-mail address of the primary Web Site Advisor, the webmaster (if different from the primary Web Site Advisor), and at least one other advisor for the body being represented by the web site.
- The home page must contain the logo of DeMolay and/or the derivative logo for the appropriate jurisdiction that has been approved by the Board of Directors of DeMolay International. Display of the logo must adhere to the logo policies of DeMolay International.

### **User-Updateable Content**

- User-updateable content areas must be closely and regularly monitored by a registered DeMolay advisor. The monitor can be the Web Site Advisor or another assigned advisor. Asynchronous communication tools (like message boards) should be checked frequently. Live-time synchronous communication tools (like chat rooms) should be actively moderated.
- Content posted by users that violates the "Content" rules above must be removed as soon as such content is discovered.
- All content on the web site that is user-updateable must be clearly marked as such. The e-mail address of the content monitor must be prominently displayed on all pages containing user-updateable content.

### **Web Site Domain Names**

- No entity of DeMolay (chapter, jurisdiction, appendant organization, other group associated with DeMolay) or individual associated with DeMolay may register a domain name that is the name of another DeMolay or non-DeMolay organization, a misspelling of another organization name, or is otherwise confusing, misleading, or ambiguous.