

# [State/Area/Province/Country/Chapter/Convention and Show] ICES Internet Policy

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INTERNATIONAL  
CAKE  
EXPLORATION  
SOCIÉTÉ

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**Website Ownership and Maintenance:** This website is owned, operated and maintained by [S/A/P/C/C/Show] ICES, and must exist as a stand-alone, individual, separate website, apart from any other personal or business website. The contents of this website are published under the jurisdiction of the [S/A/P/C/C/Show] ICES Bylaws and remain under [S/A/P/C/C/Show] ICES ownership and jurisdiction, regardless of who administers and/or maintains the site. The domain name, web hosting and all other associated regular accounts, subscriptions and fees will be in the name of [S/A/P/C/C/Show] ICES, and will be paid for by funds from the treasury of [S/A/P/C/C/Show] ICES. E-commerce profits, if any, derived from this website will be deposited into the treasury of [S/A/P/C/C/Show] ICES and will benefit [S/A/P/C/C/Show] ICES as a whole.

**Content Policy:** This website is an ICES [S/A/P/C/C/Show] website and as such, all information posted on this website will be family friendly, neither controversial nor offensive in any way, and suitable for children of all ages. Personal notes and blogs will not be posted and message boards are not permitted at the ICES [S/A/P/C/C/Show] level. ICES and local ICES [S/A/P/C/C/Show] events may be listed or linked on this website at no charge. All non-ICES events must be sugar-art related and in conformity with ICES Bylaws, Ethics, S/A/P/C/C/Show Internet Policy, and Chapter Bylaws, if applicable.-NO information detrimental, defamatory or derogatory to ICES in any way may be published on any [S/A/P/C/C/Show] ICES website.

**Social Networking:** ICES and ICES S/A/P/C/C/Show may set up and maintain social networking sites under the supervision and monitoring of the ICES Internet Coordinator, ICES Marketing Coordinator, ICES Social Media Chairman, or S/A/P/C/C/Show Webmaster respectively. Postings must be in keeping with the purposes of ICES and should be relevant to ICES and its members. All efforts shall be made to

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guard against postings that are detrimental, defamatory or derogatory to ICES, its individual members or any ICES S/A/P/C/C/Show.

**Webmaster:** The [S/A/P/C/C/Show] Webmaster must be relatively familiar with Internet procedures, website design and maintenance, and may be elected or retained by a simple majority vote by the [S/A/P/C/C/Show] ICES membership. If elected, the S/A/P/C/C Webmaster's term does not expire until the next regularly scheduled [S/A/P/C/C/Show] election for that position. The Webmaster may be reelected as often as they are elected and willing and able to serve. The Webmaster, though not an ICES officer, must answer to the membership, and provide web hosting, domain name registration and maintenance, web user name and password (and any changes) to the current State Representative (if none, ICES Alternate; if none, other elected [S/A/P/C/C/Show] Secretary or Treasurer; if none, the ICES Representative Liaison), and ensure that such information is easily accessed by the State Representative (or Alternate) and the succeeding Webmaster. Web design and upkeep must be within [S/A/P/C/C/Show] ICES' Internet Policy and meet the approval of the majority of the local [S/A/P/C/C/Show] ICES membership. The purpose and responsibility of the Webmaster is to accurately reflect the online personality and mission of the [S/A/P/C/C/Show] ICES website. It is the Webmaster's responsibility to maintain the [S/A/P/C/C/Show] ICES webpages, building, enhancing or updating the website for the benefit of the [S/A/P/C/C] membership, publishing current information on the website within five (5) business days of content submission and approval, and within ten (10) business days of the delivery of the state newsletter or Rep communiqué, if any.

## **Advertising and Reciprocal Link Policy:**

- Ads and Reciprocal Links are on a first come, first served basis, and listed in alphabetical order.
- Submit completed Ads: ICES staff will not build ads.
- All Ads have a 6 line limit and must contain the following information: Address, Contact Information, Dates/Times, and have an Event Title.
- ICES will determine which fonts may be used (Arial, Trebuchet, Times New Roman, etc.).
- Ad pricing and placement begins the first day of the month and expires on the last day of the month, regardless of number of days in the month.
- Ad payments must be received before being placed on ICES.org. NO Exceptions.
- All Ads will be removed without notice on the first day of the next month, unless renew request and fees are submitted.
- Ads must be in good taste; any ad not deemed to be in good taste or family-friendly will not be uploaded, but returned for revision. If revisions are not completed and re-submitted within two business days, the ad space will be sold to the next advertiser.
- All links approved for the ICES website must link to web page(s) that are in good taste, relate to the sugar arts of cake decorating, comply with the basic principles of the ICES Bylaws, Ethics, and do not contain links to objectionable sites.
- The requestor does not have to be a member of ICES, but the associated website needs to be of cake related interest.
- ICES request that all reciprocal links be linked through the ICES logo, preferable on the requestor's home page.
- A website must display the ICES logo and connected link first, then ICES will reciprocate the link.
- All reciprocal links are displayed on the ICES.org under the Media tab on the "Links" page.
- The Internet Coordinator will review all approved links regularly to ensure conformity to the ICES standards.
- When an approved Internet link no longer conforms to the ICES standards, the Coordinator will forward an email message to the site advising them of this condition. The Coordinator will remove the link from the ICES web page until the site conforms.
- Once the contracted period is completed all Ads will be removed without notice, unless renewal request and fees are submitted.
- No refunds are available once payment has been made.

## **Ad and Reciprocal Link Rates:**

- Each ICES S/A/P/C/C/Show website will determine its own fees for advertising space on their individual websites. Credit card information will not be kept on file.