

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups

Approved by Special Publications Committee June 24, 2002

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This policy applies to World Wide Web sites on the Internet developed by ASHRAE groups including Standing Committees, Chapters, Student Branches, Regions, and Technical Committees (TCs). An ASHRAE group who develops a World Wide Web site shall follow these guidelines.

1. ASHRAE will not create or maintain web sites for ASHRAE groups, and ASHRAE will not allow web sites to reside on the Society's web server, with the following exceptions.
 - 1.1. ASHRAE will maintain a section of the Society's home page where scope, roster (without addresses) and schedule of upcoming meetings will be posted for each TC, TG, and TRG. At their discretion, committee chairs may also submit minutes of the previous meeting in the format specified by ASHRAE headquarters to the Manager of Technical Services for posting. TCs may also maintain their own web sites, consistent with the other provisions of this policy, to present additional information about the TC and its activities.
 - 1.2. Standing General Committees of the Society already use the Society's Home Page to fulfill their needs for communication with the general membership and the public at large. The committees' staff liaisons identify what information should be posted on the home page and submit files to the Society's Home Page Editor. Then, just as the editors of ASHRAE Journal and ASHRAE Insight use editorial judgment in the preparation of editorial content, the Home Page Editor uses his judgment in placing the information in the appropriate section of the Society's Home Page.

If Standing General Committees want to make more extensive use of Internet services beyond what is available through the Society's Home Page, they may establish a committee home page on a non-Society server provided that they follow the ASHRAE web site policy. Types of information suitable for placement on committee sites includes meeting agendas, announcements, minutes, and summaries of committee-sponsored programs. ASHRAE will provide a link to these Standing General committee home pages, but Society staff will not manage the content found on these home pages.
 - 1.3. Regional sites may be hosted on the Society's server as detailed in 14.

2. Web sites developed by ASHRAE groups shall be titled as follows:
 - 2.1. Chapter web sites shall be titled: "ASHRAE (registered symbol) (*chapter name*) Chapter."
 - 2.2. Student branch web sites shall be titled: "ASHRAE (registered symbol) (*branch name*) Student Branch."
 - 2.3. Regional web sites shall be titled: "ASHRAE (registered symbol) Region (*region number*)."
 - 2.4. TC web sites shall be titled: "ASHRAE (registered symbol) Technical Committee (*TC number*) '*TC name*.' Unofficial TC web sites are not permitted.
 - 2.5. Web sites of Standing General Committees shall be titled: "ASHRAE (registered symbol) (*Name of Committee*).
3. Each ASHRAE group shall maintain no more than one web site.
4. Web sites must prominently feature an appropriate disclaimer on the home page (first screen), as follows:
 - 4.1. Standing General Committee, Regional and TC sites shall include the statement: "This web site describes the activities of (*Name of Standing Committee*) or Region (*region number*) or Technical Committee (*TC number*) of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE). It does not present official positions of the Society nor reflect Society policy. ASHRAE is not responsible for this site's content. To learn more about ASHRAE activities on an international level, contact the ASHRAE home page at <http://www.ashrae.org>." (This address must be linked to the Society's home page.)
 - 4.2. Chapter and Student Branch sites shall include the statement: "This web site is maintained by the (*name of Chapter or Student Branch*) of the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE). It does not present official positions of the Society nor reflect Society policy. ASHRAE chapters may not act for the Society and the information presented here has not had Society review. To learn more about ASHRAE activities on an international level, contact the ASHRAE home page at <http://www.ashrae.org>." (This address must be linked to the Society's home page.)
5. One person who is a voting or corresponding member of the ASHRAE group shall be assigned as the editor of that group's web site, responsible for what appears on the site. This person's name, committee position, e-mail address, and the date of last revision shall appear on the home page.
6. All material on a web site must be reviewed for appropriateness of material and timeliness. All material that is posted on a web site must be approved for posting by the chair or president of the ASHRAE group. Format of the web site must be approved by the ASHRAE group.

- 6.1. Rosters published on web sites will include name, affiliation, and committee position only. Additional contact information may be posted only if that information comes from the affected party (not ASHRAE) with written permission to post it.
- 6.2. Working drafts of technical material including but not limited to Handbook chapters, standards and guidelines, and work statements may be posted under the following conditions:
 - 6.2.1. The following disclaimer must appear on the first page of the draft:
“Copyright ASHRAE (year). This is a draft produced for consideration for publication by (name of committee). The proposed content in this draft is subject to change before final approval by ASHRAE. The draft or portions thereof may not be quoted or reproduced without permission of the ASHRAE Publisher, 1791 Tullie Circle NE, Atlanta, GA 30329-2305; (404) 636-8400; fax (404) 321-5478.”
 - 6.2.2. The words “Working Draft – Do Not Quote” must appear in a header or footer on every page.
 - 6.2.3. The draft must be posted on a private web site or private section with restricted access.
- 6.3. No material that is offered for sale by ASHRAE may be posted on a web site.
- 6.4. Posting of past semi-annual meeting program presentations for download or viewing is allowed with the following provisos:
 - 6.4.1. The presentation versions must be the versions that had been previously approved by the ASHRAE Program Committee for commercialism.
 - 6.4.2. The following disclaimer must be viewed by the user prior to download or viewing: “This information was presented at ASHRAE Seminar _____ held at the _____ meeting in _____. The seminar format is to present information of current interest and to provide a venue for interaction between ASHRAE members. These seminars should not be considered peer-reviewed (or the final word on any subject). ASHRAE has not investigated, and ASHRAE expressly disclaims any duty to investigate, any product, service, procedure, design, or the like which may be described herein. The appearance of any technical data or editorial material in this presentation does not constitute endorsement, warranty, or guarantee by ASHRAE of any product, service, process, procedure, design, or the like. Neither ASHRAE, the authors, nor their employers warrant that the information in this presentation is free of errors. The entire risk of the use of any information in this presentation is assumed by the user. Before

making any decision or taking any action on this subject, you should consult a qualified professional advisor.”

7. Content posted on web sites must not violate copyright policies nor infringe on intellectual property rights (including those of ASHRAE as represented in its copyrights) and must reflect the professional standards of ASHRAE.
8. Web sites may house discussion groups.
9. Statements and presentations may not appear on web sites that state, purport or imply that they present ASHRAE positions, policy or opinions.
10. Content on web sites is governed by the following policies regarding commercialism:
 - 10.1. Content on Standing General Committee, Regional, student branch and TC web sites may not violate ASHRAE policies with regard to commercial and proprietary interests. Specifically, web sites may not endorse nor describe or state by name products, services and companies, except to identify the business affiliations of persons named on the site. Links may be provided only to other ASHRAE web sites. Company URLs may not be posted and no links to company sites may be provided.
 - 10.2. ASHRAE groups may not link their sites to sites of manufacturers of equipment and products used in the HVAC&R industry nor to commercial providers of HVAC&R services, except as provided in 10.3 and 10.4.
 - 10.3. Just as chapters may accept only "business card" type advertising in chapter publications, chapters may only accept "business card" type advertising on the Internet if they wish to accept advertising. Chapters may include links to company web sites and charge fees for those links under the following conditions:
 - 10.3.1. The company must be associated with HVAC&R technology. The company must be either a local service provider, a local manufacturer, or a manufacturer's representative.
 - 10.3.2. The following message must be viewable before the link is executed:
“You are leaving the _____ Chapter Home Page.”
 - 10.3.3. E-mail links from business cards on chapter home pages are allowed providing that the link is for E-mail only and the viewer never leaves the chapter's home page when executing the link.
 - 10.3.4. Commercial content, including business card type advertising and links to company sites, that appear on the chapter home page must be in a section of the chapter home page that is dedicated to advertising. For example, advertising content and editorial content cannot appear on the same screen

and links to company sites cannot be placed on the same screen as editorial content.

- 10.4. An ASHRAE group's site may be linked to a commercial site if the ASHRAE group's site resides as an offspring to the commercial organization's parent home page. In such cases only the link "return" is allowed. "Return to XYZ Co." is not allowed as this would construe advertising.
11. ASHRAE and the ASHRAE logo are registered trademarks of the American Society of Heating, Refrigerating and Air-Conditioning Engineers.
 - 11.1. The "circle-R" registered symbol must appear with the name "ASHRAE" the first time "ASHRAE" appears on the home page and with the first use of the ASHRAE logo.
 - 11.2. ASHRAE groups may use the ASHRAE logo on their own respective home pages in accordance with these guidelines, but groups may not authorize use of the ASHRAE logo by others. Authorization for ASHRAE trademark and logo use on the Internet may only be given by ASHRAE Headquarters.
 - 11.3. The Society may restrict the use of its trademark and logo on web sites at any time if use of the Society's trademarks is determined by ASHRAE to be detrimental to the Society's interests or if ASHRAE determines that the appearance of content on web sites conflicts with or may be confused with content appearing on the Society's web site.
12. ASHRAE Headquarters reserves exclusive use of the name "ASHRAE (registered symbol) On Line" for its Internet communication service.
13. Each web site must link to the Society's home page. The Society will provide a link to the chapter's home page, providing that the chapter has followed these standards.
14. An ASHRAE region may develop a web site that may be hosted on the Society's server. A regional site shall conform to the following requirements:
 - 14.1. Each regional director shall designate a single individual to be the Web editor for the region. This person will be responsible for web site postings from his or her region.
 - 14.2. Files shall be uploaded to ASHRAE using the FTP procedure provided by staff.
 - 14.3. Files shall be uploaded in the following format: (Formats to be specified by staff.)
 - 14.4. Files will be reviewed by staff for conformance with all applicable requirements before being posted on the server. ASHRAE reserves the right to edit or remove material that conflicts with ASHRAE policies.
 - 14.5. Files for the web site shall occupy no more than 20 MB of hard drive space.
 - 14.6. Only the designated Web editor may upload files to the server.

- 14.7. No links to other sites from the region's pages will be permitted except for links to chapter web sites.
15. Web sites should refer Internet users to the Society's home page for pricing information about ASHRAE publications and Society programs.
16. ASHRAE staff will periodically review web sites with links from the Society Home Page. If a site is found to be in violation of any of these policies, the designated editor of the site will be notified to correct the violation. If the violation is not corrected, staff will remove the link to the site from the Society Home Page.

(Contact Emily Sigman, ASHRAE's Librarian/Information Specialist:

esigman@ashrae.org) if you want to link a committee site to ASHRAE's home page.)