



**Decision 1/2008**

## **Decision of the Director on linking to the ECDC homepage or subpages**

This Decision is to define the ECDC policy related to the linking to the Centre's homepage or subpages.

ECDC welcomes website editors or web administrators placing a text link on their site to the ECDC website and sub pages. Formal permission from ECDC is not required. However, any such link is subject to the conditions set out below.

### **Conditions of use**

1. Website editors or web administrators placing a text link on their site to the ECDC website and sub pages must **not**:
  - Establish the link in a way that makes the information or services contained on ECDC's website appear to be part of their site, or attempt to portray any of ECDC's website content as their own;
  - Establish the link in a way that alters, blocks or otherwise prevents the display of any content of the ECDC website page to which they have linked;
  - Reproduce, reuse or redistribute any part of the content of the site for any commercial purpose whatsoever, or distribute to a third party for such purposes;
  - Display or use a link in a manner that causes the ECDC website or any portion of its content to display within a frame, be associated with any advertising or sponsorship or otherwise incorporate the ECDC website content into a third party website;
  - Represent or convey the impression that ECDC approves, endorses, recommends the objectives and/or the content of their website or of the entity managing or using it, or is in any way connected with them (or any of their related bodies corporate or personnel), their website, or any of their goods or services;
  - Make fun of, satirise, disparage or defame ECDC, its name or logo or any of ECDC's work;
  - Have contained in their website any material that is defamatory, pornographic, obscene, discriminatory, harassing, grossly offensive, malicious, unlawful or

otherwise contrary to accepted standards of public decency and good taste as determined in the sole discretion of ECDC.

2. Website editors or web administrators placing a text link on their site to the ECDC website and sub pages must:
  - Agree and acknowledge that the ECDC trade marks, logos and website (including without limitation, all content, text, images, software, media or other material therein) are proprietary to, or licensed to, ECDC, protected under intellectual property laws, and may not be reproduced, transmitted, displayed, published or distributed without the express prior written consent of ECDC.
  - Indemnify ECDC and keep ECDC and any third party indemnified against all claims, losses, liability, damages, expenses and costs including legal costs that ECDC or any third party may sustain or incur as a result, whether directly or indirectly, of their link to the ECDC website, or any breach by them of these conditions, their negligence, or any breach of any applicable laws.
  - Undertake that data that is downloaded from the ECDC website and in any way displayed or utilised must be regularly checked and updated using the most recent data from the ECDC website. Any data that has been downloaded from the website and then displayed must clearly indicate the date it was downloaded and carry a disclaimer that ECDC is not liable in any way for incorrect or out of date versions of ECDC data that are held/published on any third party site.
  - Acknowledge that operation of the ECDC website will not be uninterrupted or error-free and may be subject to temporary shutdowns due to causes beyond the reasonable control of the operating party; and ECDC may terminate link to the ECDC website held/published on any third party site, without notice, for any reason whatsoever.
  - Ensure that when accessing ECDC pages or documents via a link, it should be perfectly clear to users that they are viewing information that is not exclusive or dependent on a fee for access;
3. To the extent permitted by law, ECDC excludes any liability it may have arising out of or in connection with their linking or being unable to link to the ECDC website (including but not limited to liability for economic loss, lost profits, lost revenue or loss of data).
4. As soon as a link has been established, the webmaster of ECDC's website should be notified by transmission of the URL of the page where the link appears, enabling him/her to check if the above guidelines have been respected by the other website.
5. ECDC reserves the right to amend these conditions at any time.

## **Writing the link**

The name of the organization must be written out in full, the 'European Centre for Disease Prevention and Control' in addition to the title of the document/page if necessary. The link bearing the name must always be active.

## **Use of the ECDC logo in links**

Use of the ECDC logo in websites without the second-level domain name 'europa.eu' is prohibited without the express written permission of ECDC. ECDC only grants permission to certain entities. If approved, use is subject to the conditions below:

1. The name and logo and/or link bearing the name and logo may not be combined with any other graphic elements; nor may they be altered in any manner including size, proportions, font, design, arrangement, colors or elements; nor may they be animated, morphed or otherwise distorted in perspective or appearance.
2. The name and logo and/or link bearing the name and logo may not appear more prominently than the personal, company, product or service website name.
3. Third-parties shall not transfer, assign, sell, reproduce, distribute or otherwise exploit the name and logo or their link to ECDC.

## **Requests to place links on the ECDC website**

ECDC will not accept submissions or requests. The ECDC Health Communication Unit will base its selection of external links on its webpages on the relevance to the subject under discussion and a general commitment to deepen knowledge and provide context on subjects related communicable diseases within its remit.

For information and inquiries on using the ECDC logo and linking to the ECDC homepage or subpages, please send a message to: [webmaster@ecdc.europa.eu](mailto:webmaster@ecdc.europa.eu)

This policy will be published on ECDC website.

Done on 11 January 2008

Zsuzsanna JAKAB

Director of ECDC