

# Links policy



This document outlines War Memorials Trust website links policy. It has been prepared by Trust staff.

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### 1. Links from War Memorials Trust website to other websites

This website contains links to websites operated by organisations and individuals separate from War Memorials Trust. These links are provided for further information about topics relevant to the work of War Memorials Trust.

When accessing other websites via these links, users should note that War Memorials Trust does not control these websites and is not responsible for their content.

Inclusion of links to other websites does not imply War Memorials Trust's endorsement of any products, services, policies, opinions or site content or any association with their operators. Further details can be found in the website Terms and Conditions.

War Memorials Trust cannot guarantee that these links will work all of the time and the Trust has no control over the availability of linked pages.

### 2. Links from other websites to War Memorials Trust website

War Memorials Trust is happy for other organisations and individuals to link from their own website to War Memorials Trust website but only with prior written permission from the Trust. War Memorials Trust will retain a record of those websites it is happy to have links to War Memorials Trust website.

Any such links must not infer any endorsement by War Memorials Trust of any products, services, policies, opinions or site content.

To ensure that links to the Trust's website remain correct, please make all links to the website home page ([www.warmemorials.org](http://www.warmemorials.org)) as pages within the website maybe moved or removed over time.

War Memorials Trust logo must not be copied and/or used to create links.

War Memorials Trust does not 'trade' links so if you choose to link to the Trust website, the Trust will not automatically offer a reciprocal link.

### **3. Requesting a link**

Links can be requested from the links page on the Trust's website. There are three options: requesting a link from War Memorials Trust website to your website; requesting a link from your website to War Memorials Trust website; or requesting the removal of a link from War Memorials Trust website to your website.

The decision made by War Memorials Trust will be based on the information provided and the decision of the Trust will be final.

### **4. Assessment of links requests**

When considering requests for links, War Memorials Trust uses the following criteria:

Websites that the Trust will link to:

- must be related to war memorials, military history, family history, restoration, conservation or heritage issues;
- must provide relevant and useful information for those interested in war memorials, military history, family history, restoration, conservation or heritage issues;
- must comply with all relevant laws and regulations;
- must have current information and show evidence of being well maintained;
- should ideally be accessible.

War Memorials Trust will not link to websites that:

- contain racist, sexual or misleading content;
- are in breach of any UK law;
- are otherwise offensive to individuals, groups of people or organisations;
- promote the sale of war memorials or military memorabilia;
- act as commercial sites whose sales have no relevance to war memorials or War Memorials Trust;
- promote professionals or organisations working in the fields that the Trust may make grants in.

### **5. Approval of link requests or withdrawal of links**

Websites will be assessed on quality of information, nature of content and relevancy to the work, aims and objectives of War Memorials Trust. If a website is found to be suitable then written permission for a link will be supplied.

War Memorials Trust reserves the right to withdraw permission to link to the Trust's website and to remove links from the Trust's website without explanation or notice if the Trust believes that such links are inappropriate.

### **6. Management of the links section**

The links section of the website is managed by the Trust's Administrator.

## **7. Review of links policy**

The links policy is reviewed annually by the Director in association with other staff. The Board of Trustees will be advised if any changes are required. The policy may also be reviewed as required.