



DATE 21st May 2012
SUBJECT OUR WEBSITE HYPERLINK EXCHANGE POLICY FOR OUR
PARTNERS, SPONSORS AND SUPPORTERS POLICY
APPROVED BY BOARD of MANAGEMENT

OUR WEBSITE HYPERLINK EXCHANGE POLICY FOR OUR PARTNERS, SPONSORS AND SUPPORTERS

INTRODUCTION

Maroochyore Surf Life Saving Club Inc., Maroochy Surf Club, and Maroochyore Surf Life Saving Association Inc. are names owned and operated by Maroochyore Surf Life Saving Club (SLSC).

www.maroochysurfclub.com.au and *www.lifesaving.maroochysurfclub.com.au* are owned and operated by Maroochyore Surf Life Saving Association Inc. and Maroochyore Surf Life Saving Club Inc. Maroochyore SLSC is a surf life saving club formed on 1 January 1916 and which has patrolled Maroochyore Beach at Maroochyore and Cotton Tree in Queensland, Australia since formation.

The website for the licensed club, Maroochy Surf Club, is located at *www.maroochysurfclub.com.au*. The website for the volunteer surf lifesaving club is located at *www.lifesaving.maroochysurfclub.com.au*.

In 2016 we will celebrate our 100th anniversary.

We are the oldest surf lifesaving club on the Sunshine Coast. We are the oldest volunteer community-based organisation still serving on the Sunshine Coast today.

Among many aims, the foremost objective of our club is to prevent injury and the loss of life by providing quality surf lifesaving services on the beach at Maroochyore.

In business, we pride ourselves on conducting business with integrity and to provide the best service possible to our clients, sponsors, supporters, suppliers and visitors; referred to in this document as our “partners” or “sponsors” or “supporters”.

1. Hereinafter, *www.lifesaving.maroochysurfclub.com.au* and *www.maroochysurfclub.com.au* will be referred to as our “website links” or “hyperlinks”
2. “Hyperlinks” or “website links” may also refer to links on our site which will take you away from our website to a website operated by the owner of that hyperlink.

Privacy policy

Other than the number of visitations to our sites, we do not collect data about our clients, customers or visitors. You will not hear from us unless you want to or your linkage to our website is part of an agreement or sponsorship arrangement.

Disclaimer

We endeavour to provide true and accurate information, but we are not perfect. Therefore, when using our websites you agree that the information provided may not be relied upon and that you are advised to verify it independently. You agree that we will not be under any liability for any negative experiences, loss or damage that may be suffered or incurred or which may arise directly or indirectly from the use of or reliance upon information displayed on this website or any other association with our website, our sponsors, supporters and related hyperlinks.

Hyperlinks to external websites displayed on our websites may be included for general information, for advertising or as part of an agreement or sponsorship. We do not guarantee the accuracy and integrity of these sites or the organisations and information associated with these sites.

We will do our utmost to protect our club's name and branding and that of lifesaving in Australia and Queensland. We cannot be responsible for changes, problems or indiscretions that occur on other websites linked to our websites. We request any such changes, problems or indiscretions be brought to our attention promptly.

HYPERLINK EXCHANGE POLICY

If you wish to commence a hyperlink exchange with us, we request that before our hyperlink or your business hyperlink and any logo associated with either link are used by either party, that you:

1. Read our Hyperlink Exchange Policy;
2. Agree to our Hyperlink Exchange Policy in writing - this may be by way of confirmation on appropriate business email;
3. Obtain written return approval from the General Manager, Maroochydore Surf Life Saving Club Inc. or the General Manager's approved representative.

At our discretion we may at any time remove links that do not support our objectives for hyperlink exchange.

Link exchange should be mutually beneficial to both parties, pertinent to the content of both parties' websites and should serve as a valuable resource to website visitors.

A link exchange is an excellent way to generate interest in and traffic to your website and our website. Apart from visitors migrating directly to your site from link exchange partners, the benefit of increased search engine traffic derived from having your website *spidered* through hyperlinks can be enormous.

1. WE DO NOT accept the following websites as link exchange partners:

- Adult entertainment websites

- Hate or warez websites
- Gambling websites
- Any website that we deem to be inappropriate for viewing by children
- Websites that are discriminatory or deceptive in nature or that espouse discriminatory or deceptive practices
- Websites that advertise or endorse highly questionable products or services, including those under scrutiny by consumer or law enforcement agencies
- Websites that knowingly attempt to download browser add-ons, pop-up generators or active spyware without explicit visitor consent
- Websites that knowingly attempt to download any computer security threat such as active spyware, viruses or worms
- Any non-themed website such as link farms and content-poor advertising sites, including sites whose primary content is third-party advertising
- Websites with undesirable behaviours such as excessive pop-ups, irritating graphics such as rapidly flashing banner ads, or browser hijacking
- Any website that we feel is not in keeping with the spirit and themes of the Maroochydore Surf Life Saving Club and Maroochy Surf Club websites

2. The hyperlink on our website to your website must be:

- To your usual business home page
- To a structured organised home page

3. The hyperlink on your website to our website/s must be:

- To our usual business home page
- On a page hyperlinked directly from your home page, on the home page itself, or on a page equivalent in stature to your home page.

4. We do not accept requests for link exchange from third parties