The Potato Association of America Website Posting Policy
April 30, 2014

The PAA website is meant to serve as a window into our organization for the public to view, meet the needs of our members as a communication tool, and enhance the professional image of PAA. The PAA website consists of two types of pages: external (viewed by the public) and password protected (viewed by PAA members only).

The following guidelines have been established to keep the website a safe and secure location for posted information.

General
Any PAA member wishing to post materials on the website must submit the request, preferably by email, to the Chair of the Outreach Committee. Material for posting should not be sent directly to the Webmaster. Regular PAA business, such as committee minutes, business meeting minutes, budgets, and general updating of existing web pages are exempt from this requirement.

The Chair of the Outreach Committee, in consultation with the Outreach Committee and Executive Committee if necessary, has complete discretion over the material that is posted on the PAA website. The Chair of the Outreach Committee forwards materials for posting on the website to the Webmaster in a timely manner.

PAA reserves the right to post or refuse to post any information or external links on its website or to delete links already posted on its site at any time, without notice.

Material Suitable for Posting
Text, images and external links that promote the PAA, potato, potato research, nutritional aspects of the potato, and potato production are appropriate. Information about potato related events also applies.

Sustaining Members
PAA will post the current logo (in color) with an external link of each Sustaining Member on its website. The logo shall remain on the PAA website as long as the Sustaining Member’s membership dues are paid in full.

Events Postings
PAA may post non-PAA sponsored meetings and events on its website. All items must include the event name, date(s), location and contact information either for a person or website. The event will remain posted on the website for 1-2 weeks after the event.

Employment Opportunities Postings
PAA may post, free-of-charge, employment opportunities for Individual and Sustaining members. The announcement will remain posted on the website for a maximum of 90 days. Positions with academia, extension, administration, research and industry ag-
services are eligible for posting. PAA will not post resumes or curriculum vitae for members.

External Links
An “external link” is a hyperlink from the PAA’s website to a website maintained by another party.

PAA will consider posting external links on its website if the link is directed to the website of:

- A professional organization
- Non-profit organization
- An official government website
- Government funded agency or board
- Accredited University or College
- Sustaining member in good standing

PAA will not post external links on its website for:

- Personal websites
- Individual businesses or profit-making enterprises
- Political parties
- Religious groups

Advertisement
PAA will not post advertisements submitted by an organization, business or individual.

Removal of content
PAA reserves the right to remove any external link or information posting if:

1. The nature of the organization to which the link relates no longer complies with the PAA external link policy
2. The entity’s website provides or promotes false, illegal, immoral or incorrect information at any time
3. Access to the information has become problematic due to non-standard formatting, lengthy downloads or intrusive advertising
4. The link is permanently unreachable or remains unavailable for an extended period of time

Intellectual property:
PAA respects intellectual property laws. Requests to post third party materials must include proof indicating permission has been obtained from the owner to share the information, including (but not limited to) trade-marks, copyrighted material, text, sound or visual material.