

THE STATE BAR OF CALIFORNIA'S EXTERNAL LINKING POLICY

(Amended by the Board of Governors, April, 2000)

A. PURPOSE OF LINKING POLICY .

This external linking policy is designed to increase the value of the State Bar's Website (located at [www .calbar .org](http://www.calbar.org)) for members of the bar, the courts, the Legislature and the public by providing access resources and information on the Internet relating to the State Bar and its membership benefits, the judiciary system, the Legislature, the law and legal resources.

B. POLICY DESIGN. This policy is design to provide a flexible mechanism to quickly evaluate, periodically review, add or delete links with other websites, in a rational fashion, consistent with the State Bar goals and mission.

C. LINKING CRITERIA.

1. Links are permitted to any website which provides information that furthers the State Bar's goals and mission, including the regulation of the legal profession and/or the improvement of the quality and availability of legal services.
2. . Links to sites providing information. obtained from commercial vendors may acknowledge, but shall not, actively endorse, the source of the information.
3. Links to sites maintained by commercial vendors shall not be presented in such a manner that endorses the vendor's products or services, nor gives the appearance of endorsing the vendor's products or services.
4. Links to vendors shall not consist of display advertisements or graphics provided by that entity, unless authorized by the Board of Governors.
5. Links to vendors shall be presented in a location and manner that avoids the appearance of a partnership or joint venture, or otherwise represents a guarantee, warranty, endorsement or affirmative representation as to the quality, suitability or fitness for purpose of the goods or service of any individual or entity .
6. Links to corporate partners, sponsors or donors of the State Bar Foundation may be placed on the State Bar's Website in a manner and location that identifies the membership benefit as being provided by, or in association with, the Foundation.
7. Links to brokers of the State Bar approved group insurance programs may be placed on the State Bar's Website in a manner and location authorized by the Board of Governors.

D. PROCEDURE FOR INCLUDING LINKS:

1. Request for Links. Anyone may request the placement of a link on the State Bar) Website.
2. Placement and Appearance of Links. Consistent with Board Policy, placements and appearance of Links shall be at the discretion of the Executive Director, or designee.

3. Disclaimers. The Executive Director, or designee, in consultation with General Counsel, shall include appropriate disclaimers concerning links to other entities.
4. Compliance with Other Website Terms and Conditions. Links to other websites shall comply with that site's terms and conditions of access and use, if any.

E. PROCEDURE FOR EXCLUSION OF LINKS.

1. The Executive Director, or designee, in consultation with General Counsel, may determine, at any time and for any legitimate reason, that any link shall be excluded from the State Bar's Website.
2. Legitimate reasons for the exclusion of links shall include, but are not limited to:
 - a. Failure to meet the criteria set forth in this policy;
 - b. Inefficient use of or lack of State Bar resources; and
 - c. Incongruity with the purpose of the State Bar's Website, or the mission and goals of the State Bar .