



GovBenefits.gov Affiliate Policy

Version 4.0

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1. OVERVIEW

GovBenefits.gov and/or one of its related sites (i.e., Customized Connection, GovLoans.gov or GovBenefits En Espanol) may find it necessary and/or desirable to enter into an affiliation agreement for the purposes of advancing the GovBenefits.gov mission.

2. PURPOSE

The purpose of the Affiliate Policy is:

- to enable the establishment of relationships that will increase awareness of and traffic to GovBenefits.gov;
- to facilitate the orderly addition of Nongovernment Organization (NGO) benefit and assistance information to the GovBenefits.gov database- this may include information from private for-profit entities as well as nonprofit organizations; and
- to define the criteria through which GovBenefits.gov may enter into mutually beneficial agreements to exchange data, links, benefit information or other data with NGOs.

3. CRITERIA FOR AFFILIATION

To be considered for official affiliation with GovBenefits.gov, organizations first must have a logical relationship to GovBenefits.gov (i.e., the provision of benefits or assistance to individuals) and:

- provide services or information that complement or enhance GovBenefits.gov;
- support the mission, programs and policies of GovBenefits.gov;
- not promote or appear to promote discrimination based on race, gender, religion, nationality, disability, or age, either in hiring or provision of services;
- not promote or appear to promote violent, unethical, immoral, or illegal activities;

- not promote or appear to promote firearms and/or ammunition;
- not advertise on sites that promote or appear to promote violent, unethical, immoral or illegal activities;
- not promote or appear to promote pornography or sexually explicit materials;
- be non-partisan;
- not be listed on any Federal or State registers or watch lists for terrorism or financial non-responsibility, and
- not be suspended or debarred from doing business with the U.S. Government or the U.S. Department of Labor.

It is important to note that the affiliation criteria described above are not the only criteria by which an organization may be judged as to their appropriateness for becoming a GovBenefits.gov affiliate. GovBenefits.gov retains the final right to determine which organizations will become affiliates.

4. BEST BUSINESS PRACTICES

The organization must publish and adhere to Internet best business practices for privacy and business policies and follow due care security standards on its Web sites. These requirements are considered met by subscribing to and being in good standing with an independent, third-party program such as one of the following (or an equivalent policy or practice approved by DOL):

- BBBOnline® www.bbbonline.org
- Secure Assure www.secureassure.com
- TRUSTe www.truste.com

Government agencies and nonprofit organizations that do not subscribe to such a third-party program must have security, privacy, and terms of use policies equivalent or more stringent than those of GovBenefits.gov.

5. STATEMENT OF AFFILIATION

Once approved (based on the sole discretion of GovBenefits.gov), representatives from GovBenefits.gov and the program or organization will sign a

"Statement of Affiliation" or other appropriate agreement that will include an agreement to:

- recognize the common purpose and mission between GovBenefits.gov and the approved organization;
- publicly acknowledge the affiliation, which may include website content and/or links, co-logos on publications, and references in printed materials;
- coordinate activities to ensure efficient use of the organization's resources for GovBenefits.gov; and
- keep GovBenefits.gov informed of activities conducted in support of GovBenefits.gov and provide an annual report summarizing those activities.

6. NO ENDORSEMENT

Affiliation with GovBenefits.gov does not constitute endorsement of any specific organization, program, product or service by DOL or the Federal government, nor will an affiliate's membership or employees be deemed agents or assigns of DOL or the Federal government. In addition, affiliate status does not confer or encompass financial support for obligations from DOL or the Federal government.

7. LINKING

GovBenefits.gov does not engage in reciprocal linking. We invite any website to link to GovBenefits.gov. GovBenefits.gov is an official U.S. Government website, which means you may link to us at no cost and without special permission.

8. SUBJECT TO MODIFICATION

GovBenefits.gov may modify this policy at its sole discretion to meet the evolving needs of the program and ensure consistency and compliance with DOL policies and practices. In the event GovBenefits.gov modifies this policy, GovBenefits.gov will notify existing affiliates of such changes within 30 calendar days of the change.