



FEMA

DisasterAssistance.gov Affiliate Policy

DISASTER ASSISTANCE

DAIP

IMPROVEMENT PROGRAM

DisasterAssistance.gov

Office of the Chief Information Officer
Federal Emergency Management Agency

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Version 4

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1. OVERVIEW

DisasterAssistance.gov may find it necessary and/or desirable to enter into an affiliation agreement for the purposes of advancing the DisasterAssistance.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 DisasterAssistance.gov;
- to facilitate the orderly addition of non-government entities' assistance information to the DisasterAssistance.gov database; this may include information from private for-profit entities as well as nonprofit organizations; and
- to define the criteria through which DisasterAssistance.gov may enter into mutually beneficial agreements to exchange data, links, assistance information or other data with non-government entities.

3. CRITERIA FOR AFFILIATION

To be considered for official affiliation with DisasterAssistance.gov, organizations first must have a logical relationship to DisasterAssistance.gov (i.e., the provision of assistance to individuals surviving a disaster in the United States) and:

- provide services or information that complement or enhance DisasterAssistance.gov;
- support the mission, programs and policies of DisasterAssistance.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;

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- 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 Homeland Security (DHS).

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 DisasterAssistance.gov affiliate. DisasterAssistance.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 DHS):

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

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

5. STATEMENT OF AFFILIATION

Once an affiliation involving an integration is approved (based on the sole discretion of DisasterAssistance.gov), representatives from DisasterAssistance.gov and the program or organization will sign a "Statement of Affiliation" such as a Memorandum of Understanding (MOU). This statement will

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

If the program or organization opts to only add referral content to DisasterAssistance.gov, no statement of affiliation or MOU is required.

6. NO ENDORSEMENT

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

7. LINKING

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

8. SUBJECT TO MODIFICATION

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