



Document Number	Revision Number
AAC-PROC -1207 - 1	R01.00

Title
Website Submissions

Authorization
Content Single Point of Contact: Executive Director
Authorized by: President
Compliance Date: Immediate

Exceptions:
None

Revision History

Date	Revision	Intent	Non Intent	Revision Number
19/11/2010	R00.00			
25/01/2012	R01.00	Re-write and reformatting of the document. Incorporate section 3.3 regarding job posting.		1

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1.0 PURPOSE

The purpose of this instruction is to provide guidance on the selection, preparation, review, approval and submission of website content. The intent is that this will result in well-written how-to information, advice and analysis on a variety of environmental, health and safety (EHS) topics of interest to members of the Auditing Association of Canada (AAC).

2.0 SCOPE

This Guidance applies to all materials that are to be posted to the AAC website including but not limited to correspondence, presentation materials, news updates, articles, photos, and answers to posted questions. The scope of the website content may include EHS topics such as auditing, compliance, management system, regulatory summaries, risk assessment, sustainability programs and due diligence.

Member to member communications e.g. via blogs shall adhere to the code of ethics and be consistent with the professional image of the AAC, but do not require prior approval.

3.0 DIRECTION

Content submitted for posting to the website shall meet the following characteristics:

- Be concise (less than 1,000 words), informative, and entertaining.
- Support the mission of AAC.
- Not contain any unauthorized advertising or promotional materials.
- Not contain any means of identifying clients without prior written permission.
- Not contain any statements, likeness, activities etc. that would hold AAC in disrepute.

All materials shall be consistent with the professional image of AAC.

3.1 Written Submissions

All written submissions must enhance or support the auditing profession, the environment, occupational health and safety or other missions that AAC is committed to.

3.1.1 Ownership

By submitting written content, the contributor shall certify that they are the author or sole owner of the content, and further certify that the content is not subject to any copyright claims or other ownership rights of a third party.

3.1.2 Liability

The AAC does not independently verify the accuracy of information contained in articles and other postings. The contributor agrees to indemnify AAC and its members harmless from any losses, damages, judgments or liability, including attorneys' fees, relating in any way or arising

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from claims by third parties for alleged infringement of any copyright or ownership rights associated with the submission. Information published on the AAC website is provided for informational purposes and is not intended to be an endorsement of a specific product or management approach or meant to be legal advice.

3.1.3 Credit

The contributor will receive on-screen credit. Author information shall be provided when submitting articles for publication. This information shall consist of a one-sentence to one-paragraph long biographical description to be published at the end of every article. Author information may include a hot-link to the author's company, but must not contain personal contact information. Authors are expected to provide appropriate citations for quoted material and give credit where credit is due.

3.1.4 Content

Submissions that contain unauthorized advertising or promotional materials (including any content that infringes any patent, trademark, trade secret, copyright or any other proprietary rights of any party, or material protected by intellectual property laws, right of privacy or publicity or any other applicable law that the contributor does not have the right to transmit under any law or contractual or fiduciary relationship) will be refused, unless having all necessary contracts or consents.

3.1.5 Identify protection

Content that refers to individuals (members, clients or public) shall not be used without written permission of the individual. The individuals (members, clients or public) shall review the content and confirm their approval in writing. The written approval shall be submitted with the submission.

3.1.6 Right to remove

All content on the AAC website shall be subject to review and removal. If anyone identifies content that on AAC's website that does not conform to the Guidelines, they may send an email to the webmaster.

3.1.7 Permission

Contributors shall agree that AAC shall have the right to:

- 1) Publish the submission on AAC's internet and/or intranet websites.
- 2) Copy, reproduce and distribute the submission in any free publications produced or sponsored by AAC.
- 3) Modify the format of the submission in any way necessary for the purpose of publication. The content of the submission shall not be altered without prior permission from the author.

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3.1.8 Acknowledgement

Contributors shall understand that the written content may be copied or downloaded by third parties accessing the website, and the contributor shall agree that AAC shall not be liable in any way for any unauthorized use.

3.2 Photo Submissions

Contributors are encouraged to include photographs or images with their submissions provided they meet the following criteria:

3.2.1 Photo size and type

Pictures shall be submitted electronically in .jpg, .gif, .bmp, or .tif format. Photo size shall not exceed 3MB.

3.2.2 Photo subject

The purpose of the photo is to enhance or support the auditing profession, the environment, occupational health and safety or other missions to which that AAC is committed. AAC members, audit locations, the environment, industrial settings or events should be the primary focus of the picture. Pictures of AAC activities that would be of interest to the membership are also welcome. Contributors are required to ensure they have permission to use photos as applicable.

3.2.3 Date

The location where the picture was taken shall be identified.

3.2.4 Caption

A caption shall appear with all photos.

3.2.5 Ownership

The contributor shall certify that they are the sole owner of the photos being submitted, and further certify that the photos are not subject to any copyright claims or other ownership rights of a third party.

3.2.6 Liability

The contributor shall agree to indemnify AAC and its members harmless from any losses, damages, judgments or liability, including attorneysqfees, relating in any way or arising from claims by third parties for alleged infringement of any copyright or ownership rights in the photographs submitted.

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3.2.7 Credit

The contributor may or may not receive on-screen photo credit depending on how the picture is used. If credit is requested, AAC shall require that a credit line appear adjacent to all images. The credit line shall include a copyright symbol, the year the photo was taken, the photographer's name and AAC's name.

3.2.8 Photo content

Photos that contain unauthorized advertising or promotional materials (including any content that infringes any patent, trademark, trade secret, copyright or any other proprietary rights of any party, or material protected by intellectual property laws, right of privacy or publicity or any other applicable law or any other photo that the sender does not have the right to transmit under any law or contractual or fiduciary relationship) shall be refused, unless having all necessary contracts or consents.

3.2.9 Identify protection

The images submitted depicting members or clients shall not be used without written permission of the member or client if there is a possibility that the person pictured may experience negative consequences as a result of having their photo used. The contributor shall have such parties confirm the use of the photo by email and include the email with the submission.

3.2.10 Right to remove

All photos on the AAC website shall be subject to review and removal. If anyone identifies a photo on AAC's website that does not conform to this Procedure, the individual may send an email to the webmaster indicating such.

3.2.11 Permission

The contributor shall agree that AAC shall have the right to:

- 1) Publish the photos on AAC's internet and/or intranet websites.
- 2) Copy, reproduce and distribute the photos in any free publications produced or sponsored by AAC.
- 3) Modify the photo in any way necessary for the purpose of publication, including but not limited to cropping or reducing the image.
- 4) Publicly display the photographs.

3.2.12 Acknowledgement

The contributor shall understand that the photos may be copied or downloaded by third parties accessing the website, and you agree that AAC shall not be not liable in any way for any unauthorized use of the photos by third parties.

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3.3 Job Postings

From time to time, AAC members or external organizations request the opportunity to post jobs on the AAC website. AAC has developed a schedule which includes the rate for a specified period, the criteria of document size, and costs for extended posting time. This information is readily available on the AAC website. Following are the activities associated with posting a position on the AAC website.

3.3.1 The Executive Director shall perform the following.

- 1) Follow up with individuals or organizations contacting the AAC to determine and confirm the job posting request.
- 2) Explain the schedule to the contact person, and assist them in finalizing the job posting material and format. The following shall be included in the job posting:
 - Position title
 - Position description
 - Company name
 - Contact name
 - Contact telephone number
 - Contact email address
 - Position location
 - Position closing date.
- 3) Forward the job posting material to the webmaster for placement on the AAC website, and copy the Treasurer so the individual or organization can be invoiced.
- 4) Ensure the webmaster updates the Treasurer on the publicly accessible section of the AAC website, as new job postings are placed on the website and outdated job postings are removed.
- 5) Ensure the webmaster removes out of date job postings in timely fashion.

3.3.2 The party submitting the job posting shall acknowledge and accept the following.

- 1) The job posting shall be directed toward auditing or related professions.
- 2) Ensure the job posting does not contain unauthorized advertising or promotional materials (including any content that infringes any patent, trademark, trade secret, copyright or any other proprietary rights of any party, or material protected by intellectual property laws, right of privacy or publicity or any other applicable law or any other photo that the sender does not have the right to transmit under any law or contractual or fiduciary relationship) will be refused, unless having all necessary contracts or consents.

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- 3) Agree to indemnify the AAC and its members harmless from any losses, damages, judgments or liability, including attorneys' fees, relating in any way or arising from claims by third parties.
- 4) All job postings on the AAC website are subject to review and removal.
- 5) The job posting may be copied or downloaded by third parties accessing the website, and that the Auditing Association of Canada is not liable in any way for any unauthorized use of the job posting by third parties.
- 6) By submitting the job posting, the AAC has the right to:
 - a) Publish the job posting on Auditing Association of Canada internet and/or intranet websites.
 - b) Copy, reproduce and distribute the job posting in any free publications produced or sponsored by the Association.
 - c) Modify the job posting in any way necessary for the purpose of publication, including but not limited to cropping or reducing the image.
 - d) Publicly display the job posting.

4.0 ROLES AND ACCOUNTABILITIES

Auditing Association of Canada
Members
Webmaster
Contributor or individual submitting
Submission owner
Party submitting job posting
Third parties

5.0 DEFINITIONS AND ACRONYMS

5.1 Definitions

None

5.2 Acronyms

AAC Auditing Association of Canada

6.0 RECORDS AND REFERENCES

6.1 Records

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Record Created	Associated Form	Filing Information
Written attachment to photos addressing section 3.2 requirements		Copy of written attachment retained in website file
Written submission confirming compliance with section 3.1 requirements. Recognition of any variance shall be included.		Copy of written attachment retained in website file
E-mail correspondence and copies of job postings related to section 3.3.		E-mail with attachments retained by the Executive Director and Webmaster, plus archived copies of completed job postings.

6.2 References

None