



# 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 5

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## **1. OVERVIEW**

Based on our needs and to advance the mission of DisasterAssistance.gov, we may find it necessary or beneficial to enter into an affiliation agreement with an external organization. This may include other government or non-government organizations as well as private for-profit and nonprofit organizations.

## **2. PURPOSE**

The purpose of the Affiliate Policy is defined as follows:

- To enable and establish relationships that will increase awareness of and traffic to DisasterAssistance.gov.
- To facilitate the orderly addition of assistance information from other organizations to DisasterAssistance.gov.
- To define the criteria DisasterAssistance.gov may use to enter into a mutual, beneficial agreement to exchange data, links, assistance information, or other data with other organizations.

## **3. CRITERIA FOR AFFILIATION**

For us to consider affiliation with your organization, you must first have a logical relationship to DisasterAssistance.gov. Such as offering assistance or services to individual disaster survivors in the U.S.

You must also meet all of the following conditions:

- Provide services or information that complement or enhance DisasterAssistance.gov.
- Support the mission, programs, and policies of DisasterAssistance.gov.
- Be non-partisan.
- Not promote or appear to promote discrimination based on race, gender, religion, nationality, disability, or age, in either hiring or provision of services.
- Not promote or appear to promote violent, unethical, immoral, or illegal activities.
- Not promote or appear to promote firearms 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.
- Not be listed on any federal or state registers or watch-lists for terrorism or financial non-responsibility.
- Not be suspended or debarred from doing business with the U.S. Federal Government or the U.S. Department of Homeland Security (DHS).

## DisasterAssistance.gov Affiliate Policy

It is important to note that these are not the only criteria we may use to judge whether or not your organization would be an appropriate affiliate for DisasterAssistance.gov. We retain the final right to determine which organizations make suitable affiliates.

### 4. BEST BUSINESS PRACTICES

Your organization must publish and adhere to Internet best business practices for privacy and business policies, and follow due-care security standards on its websites. If you subscribe to and are in good standing with an independent, third-party program, such as one of those below (or an equivalent policy or practice approved by DHS), these requirements will be met.

- BBBOnline® [www.bbbonline.org](http://www.bbbonline.org)
- TRUSTe [www.truste.com](http://www.truste.com)

Organizations that do not subscribe to a third-party program must provide proof of security, privacy, and terms-of-use policies equivalent to, or more stringent than, those of DisasterAssistance.gov.

### 5. STATEMENT OF AFFILIATION

If, at the sole discretion of DisasterAssistance.gov, we approve affiliation that involves an integration, representatives from both DisasterAssistance.gov and the program or organization will sign a "Statement of Affiliation" such as a Memorandum of Understanding (MOU).

This statement will accomplish the following:

- Recognize the common purpose and mission between DisasterAssistance.gov and the approved agency or organization.
- Acknowledge publicly the affiliation, which may include website content, or links and references in printed materials.
- Coordinate activities to ensure efficient use of the agency's or organization's resources for DisasterAssistance.gov.
- Inform DisasterAssistance.gov of activities conducted in support of website integration 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

Being an affiliate of DisasterAssistance.gov does not constitute endorsement of any specific organization, program, product, or service by DHS or the federal government. Neither does it deem or appoint an affiliate's membership or employees as agents or assigns of DHS or the federal government. In addition, affiliate status does not in any manner obligate DHS or the federal government to any financial support.

## **7. LINKING**

We do not typically engage in reciprocal linking, though we invite any website to link to DisasterAssistance.gov. DisasterAssistance.gov is an official website of the U.S. government, 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 needs of the program and ensure consistency and compliance with DHS policies and practices. In the event we modify this policy, we will notify existing affiliates of the changes within 30 calendar days.