



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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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 DisasterAssistance.gov Affiliate Policy is intended for the following purpose:

- To allow and build relationships that will increase awareness of and traffic to our website.
- To help progress efforts to add assistance information from other organizations to our website.
- To define the criteria we may use to enter into a mutual, beneficial agreement to exchange data and information 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. Like having programs or services to offer to individual U.S. disaster survivors.

You must also meet all the following conditions for DisasterAssistance.gov:

- Provide services or information that complement or enhance our website.
- Support the mission, programs, and policies of our website.
- Be non-partisan.
- Not promote or appear to promote discrimination based on race, sex, 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 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 promote or appear to promote firearms or ammunition.
- 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).

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It is important to note that these are not the only criteria we may use to judge whether or not it is appropriate for us to affiliate with your organization. We retain the final right to decide which organizations are appropriate for DisasterAssistance.gov.

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, like one of those below (or an equivalent policy or practice approved by DHS), you meet this condition.

- BBBOnline® www.bbb.org
- TRUSTe www.trustarc.com

If you do not subscribe to a third-party program, you 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 your program or organization will sign a "Statement of Affiliation," like a Memorandum of Understanding (MOU).

This statement will accomplish the following:

- Recognize the common purpose and mission between DisasterAssistance.gov and your approved agency or organization.
- Acknowledge the affiliation publicly, which may include website content, or links and references in printed materials.
- Coordinate activities to ensure efficient use of your 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 your program or organization opts only to add referral content to DisasterAssistance.gov, you do not need a statement of affiliation or MOU.

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 provide 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.