



University of  
St Andrews

## Website linking - policy

<b>Document type</b>	<b>Policy</b>
<b>Scope (applies to)</b>	Employers
<b>Applicability date</b>	05/06/2019
<b>Review/expiry date</b>	05/06/2021
<b>Approved date</b>	06/06/2019
<b>Approver</b>	Careers Advisor
<b>Document owner</b>	Information Manager
<b>School / unit</b>	Careers Centre
<b>Document status</b>	Published
<b>Information classification</b>	Public
<b>Equality impact assessment</b>	None
<b>Key terms</b>	Extra-curricular services/Career development/Service standards
<b>Purpose</b>	Website linking guidelines for employers and organisations

<b>Version number</b>	<b>Purpose / changes</b>	<b>Document status</b>	<b>Author of changes, role and school / unit</b>	<b>Date</b>
1.0	Signed off	Published	Tracey Dall, Information Manager, Careers Centre	06/06/2019

## **Linking to our website**

The Careers Centre receives many requests to add links to its website. Each request is considered on an individual basis.

## **Criteria for linking to external websites**

Before we link to an external website, we perform a check to evaluate its suitability.

### **It is a requirement of all external websites that we link to that they:**

- are free to access.
- are not dominated by advertising.
- offer additional advice or information of value and relevance to our users.

### **Links may be considered unsuitable if:**

- We consider the website is not current or being kept up-to-date.
- The website is not easily accessible.
- The content is unsuitable due to any unlawful, defamatory, offensive or obscene material.
- We believe requests have been made by individuals who are impersonating or falsely claiming to represent a person or organisation.
- We consider that the main aim of the request is to improve a website's search engine rankings.
- We already provide a link to a website which, although similar in content, contains more comprehensive and/or trustworthy information.

## **Disclaimer**

### **The Careers Centre reserves the right to:**

- Add a link to the most appropriate section of its website and provide a brief, but concise, description of the link destination.
- Remove links to external websites that no longer meet our content and/or user needs.
- Refuse or remove links that do not comply with this policy.

Requests for links should be sent to [careers@st-andrews.ac.uk](mailto:careers@st-andrews.ac.uk). We aim to respond to email requests within 5 working days.

<b>Version number</b>	<b>Purpose / changes</b>	<b>Document status</b>	<b>Author of changes, role and school / unit</b>	<b>Date</b>
1.0	Signed off	Published	Tracey Dall, Information Manager, Careers Centre	06/06/2019