# **Web Site Guidelines**

The following guidelines apply to all H.O.G.® Chapters, both domestic and international. All guidelines are supplements to the Annual Charter for H.O.G. Chapters and are in effect for, and must be complied with by, all chartered H.O.G. Chapters. These guidelines may also be found in the Chapter Handbook.

# I. Purpose

The purpose of a Chapter Web site should be to motivate, recruit, retain and entertain members. It is another avenue to share information. The site should supplement your Chapter newsletter, not replace it.

#### II. Content

- The Sponsoring Dealer or Distributor must approve all content of the Web site. If, at any time, H.O.G. determines in its sole discretion that a Chapter Web site is incompatible with the family-oriented, non-political philosophy and objectives of H.O.G., the Annual Charter for H.O.G. Chapters may be revoked.
- Content should be informational. All content pertaining to events and activities must include a statement outlining H.O.G. policy regarding who can attend events.
- 3) Confine Internet publications you wish to share with the general public and protect the exclusivity of member benefits, such as your Chapter newsletter.
- 4) Any Chapter-related forms (release forms and Chapter membership enrollment forms) may be located on your site. To obtain an electronic copy of these forms visit the Chapter Officer section of *members.hog.com*.
- 5) Privacy statements: All Web sites should include a privacy statement.
- 6) Programs that voluntarily ask for information (like a guestbook) can be utilized. The program must be voluntary and a proper warning statement must be displayed informing users that other people who visit the site may obtain the information they provided.
- 7) Web site links should follow the H.O.G. family oriented and non-political philosophy. The Sponsoring Dealers or Distributor must approve any links listed on the Chapter Web site.

## III. Web site registration

The Sponsoring Dealer or Distributor must register the Chapter Web site and approve the domain name. The domain name shall not include any Harley-Davidson® trademarks other than H.O.G. and should be descriptive of the Chapter name. The Chapter is responsible for maintaining all content and service for the Web site.



## Web Site Guidelines (cont'd.)

#### IV. Trademark license

Chartered H.O.G. Chapters have an annual license to use H.O.G. trademarks and logos on their Web sites in conjunction with their Chapter name and number, and in connection with material relating to Chapter activities, subject to compliance with the terms hereof and the terms of the Annual Charter for H.O.G. Chapters. H.O.G. trademarks and logos cannot be altered in any way and cannot be used in connection with any other words or graphics. Chartered Chapters cannot grant or assign rights to the use or display of H.O.G. trademarks and logos to any person or entity for any purpose. This prohibition includes Web site developers and/or hosts. Chartered Chapters are not licensed to use Harley-Davidson® trademarks and logos and cannot use them on their Web sites for any purposes.

## V. Chapter Web sites are prohibited from conducting/including the following:

- 1) Transactions. A transaction is defined as obtaining funds through the Internet. The Chapter Web site shall be non-transactional. Members can download forms but those forms cannot be processed via the Web site.
- 2) Advertising cannot be utilized on the Web site, other than Dealer advertising, which we have traditionally permitted because of the Dealer's right in his/her Dealer contract to promote the sale of Harley-Davidson products and services.
- 3) Classified advertisements.
- 4) Links that are political or non-family oriented.
- 5) Listing your Chapter roster. Any content you list on your Web site shall not reveal private information about the members of your Chapter, including names.
- 6) Programs that involuntarily store user information (chat rooms and bulletin boards) which store e-mail addresses without user's consent.
- 7) National H.O.G. enrollment and benefit forms.
- 8) Illegal activities.
- 9) Displaying or using, as determined by Harley-Davidson at its sole discretion, objectionable materials or links to a Web site that uses objectionable materials.

# VI. Compliance

Compliance with these guidelines will result in having the Chapter's Web site address listed as a link on <code>www.hog.com</code>, the official Web site of the Harley Owners Group. If, at any time, H.O.G. determines at its sole discretion that a Chapter Web site is incompatible with the family-oriented, non-political philosophy and objectives of H.O.G., the link listed at <code>www.hog.com</code> will be removed and the Annual Charter for H.O.G. Chapters may be revoked.

