



## Website Evaluators Code of Ethics



### DECLARATION OF ETHICS

#### Note from the Author

#### **\*NAME OF YOUR AWARDS PROGRAM\***

I, **\*YOUR NAME\***, Owner **\*AND/OR CO-OWNER\*** of all Awards Programs held at the **\*YOUR WEBSITE\*** web site, do hereby declare on behalf of myself and any other Evaluator/s who may be contracted at any time by **\*YOUR WEBSITE\*** to evaluate for any **\*YOUR WEBSITE\*** Sponsored Award Program, that we agree to advance and promote the Web site Evaluator Code of Ethics in order to ensure fairness to all Applicants and to maintain the honor and integrity of Applicants, Evaluators and Awards.

- We agree that all critiques given will be constructive in nature as positive comment is productive. We will refrain from criticism unless specifically requested by an Applicant, and in such instances, will remain positive where possible in an effort to promote goodwill and advance the level of quality among Internet sites.
- We agree to allow eligibility to all Applicants who meet the SET (posted online, written = set) Criteria of any particular award. We agree to be uniform in our eligibility requirements (Criteria) and will fairly evaluate all sites/pages meeting our Criteria which are submitted by any Applicant. We further agree to clearly post these Criteria.
- We agree not to discriminate on grounds of race, gender, nation of origin, religion, profession, age, mental or physical handicap, or any other reason which is not globally viewed as an illegal trait or manner of conduct.
- We agree to set forth Awards Criteria and to adhere to same. Proposed time frames for changes will be posted for two (2) weeks prior to the final publishing of same with notices posted on site so all potential Applicants can view and understand the proposed changes.
- We agree to evaluate web sites under the Criteria which was in place at the time of any and/or all application/s. If changes are made to Criteria AFTER application/s is/are received, the submitted site/s will be evaluated using the Criteria that was in effect when Applicant/s initially submitted the site/s.
- We agree to immediately inform any Criteria compliant Applicant in writing, of a 'Refrain to Evaluate' if it is found that a Conflict of Interest would occur in evaluating their Web site - e.g. Such may occur upon being requested to evaluate the Web site of a good friend. We will offer such Applicant a choice of Evaluator taken from our Membership Listing.
- We agree to maintain a professional, friendly and positive manner in any and/or all correspondence and/or communication held with any Applicant/s.
- We agree to evaluate all submitted sites within four (4) weeks of receipt of submission. If this deadline cannot be met, we agree to suspend submissions until we can again work within this timeframe.
- We agree not to divulge any information about any Applicant to persons, groups, or agencies not directly connected to our Awards Programs, and only then for the purpose of evaluating submissions and notifying winners. All information received from Applicants via e-mail submissions or submission forms will be deemed private.
- We agree to encourage and promote the use of original material for Awards Programs Criteria and evaluation processes. We agree to assist any person requesting advice concerning ethical evaluation for and disbursement of awards. PLEASE NOTE: The Awards Evaluation processes in use at **\*YOUR WEBSITE\*** are copyrighted material and written authorization is required for their use.
- We agree to maintain any owned individual web site/s that include Awards Program/s to a standard that meets the Criteria of the Award/s given. In the case of any Award/s offered that is/are OUTSIDE the main subject of our web site/s, any and/or all such web site/s will

be maintained to a high standard of integrity in all its/their main areas.

- We agree to maximum dimensions of Awards given in courtesy of web sites that will use them. If the maximum dimensions cannot be adhered to then a text only link will be permitted for graphics larger than maximum size. (Maximum size dimensions offered from this web site are: no more than \*200\* pixels Height and \*200\* pixels Width.)
- We agree that there will be only one obligation for winning Awards from this web site beyond meeting the Criteria. It is not, and never will be, mandatory at this web site to sign a Guest book or to join a mailing list. It is a requirement that any Awards granted from this web site must be linked back to our web site in a method that will be outlined in Award notification e-mails.
- We agree that we will not grant Awards to, or in any other manner endorse or promote, any web site that endorses, promotes or contains content which is considered globally to be illegal or discriminatory whether same be against human or wildlife.
- We agree that we will not accept favors of any sort in exchange for preferential treatment of submissions. We will at all times maintain a high standard of honesty and integrity.
- We agree that we will take all measures necessary to maintain the honor and integrity of our Awards Programs.

Submitted on this day, \*DATE POSTED\*.

Notes: This is a sample only version. For specific versions made by members, please follow the links to various member's websites to see some of the adaptations that have been made.

It is suggested that you copy the statement above and make the appropriate changes to the \*RED\* text to reflect your name, the name of your website and awards program, etc. If you wish you can download a text version [here](#).

If your country of origin has any specific laws relative to this type of ethical agreement, please add them where appropriate. We ask that if your native language is one other than English, and you want to post this page in your native language, that you also include an English version on your website.

Thank you for your consideration,  
Members of Website Evaluator Code of Ethics Group

#### To Whomever this may concern:

For the purposes of this statement the Code of Ethics / Statement of Ethics will be known as the 'Code'.

Reason: As the 'Code' was created to be adapted for the use of individual Award Programs varying Titles may also be used.

The Spirit of the 'Code' and the reasoning behind the 'Code' being created and then gifted to the Awards Community were and remain as follows:

The Spirit of the 'Code' was and is that individuals, groups and/or organizations worldwide could have freely available a flexible standard format which could be used as the backbone of ethical Award Programs.

That no one individual, group and / or organization can or should own such a vehicle, therefore the 'Code', in its entirety, is International Property.

Any individuals, groups and / or organizations believing in and standing behind the 'Code' may legally without restriction offer the 'Code' in the form of a document from their website for use by other individuals, groups and / or organizations who may wish to adhere to such a 'Code'.

The 'Code' is to be offered to any individuals, groups and / or organizations without restrictions: this means that mandatory group and / or organization membership may not be part of the overall use of the 'Code'.

The 'Code', although within the environs of websites protected by Copyright, cannot be covered by any Copyright. The 'Code' belongs to all individuals, groups and/or organizations who desire to abide by the spirit and content of the 'Code' for the betterment of the International Awards Community.

Signed:

**Rhonda M. Serong**

(Original author of the Declaration of Ethics)

E-mail: [otak@xtra.co.nz](mailto:otak@xtra.co.nz)

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From the members of CEM/CEMA to Rhonda,

To say we would like to express our gratitude is a bit cliché but in this case, that is exactly what we wish to do. If it were not for your exceptional efforts in writing this Code of Ethics we would surely not have been able to accomplish all we have to date. Please know that we are genuinely grateful and wish for you to accept our heartfelt thanks.

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