

## **External Link Policy**

### **Purpose**

The Kerala Forest Research Institute, "KFRI" recognizes that "external links" may be placed upon publicly accessible Internet Web pages operated by the KFRI.

The purpose of this policy is to clearly state that the KFRI website is not a public forum for communication and debate. Links to external websites are established and retained at KFRI's discretion. This policy provides guidelines on when links to external sources are inappropriate. These guidelines are in compliance with the KFRI Policy for External links on KFRI websites.

The purpose of the KFRI website is to communicate the KFRI's mission and core set of values by supporting an informed, inspired and engaged citizenry.

### **Definitions**

"KFRI website" is the Internet portal operated and maintained by KFRI. It is not a forum for public communications and debate. The website is designed to provide information and links to other sites that provide information and government services. "KFRI Internet Properties", "KFRI Web pages", and "Web pages operated by KFRI" are those Web pages whose content is under the direction and control of KFRI, including, but not limited to, KFRI Administration, Division and Program provided Internet sub-sites. "External links" means links to non-governmental Web sites and all links to websites other than the KFRI web properties.

### **Applicability**

This policy applies to the KFRI website and other KFRI Internet properties.

Links to the following types of Web pages may be included in the KFRI web site:  
Other Governmental Units & Educational Institutions – KFRI may provide links to other national, international, state, and local governmental units that provide additional services and information the KFRI website users may find of interest.

Private Organizations - KFRI may provide links to Private organizations if these organizations offer services that complement the Purpose, information and services offered by the KFRI and if the links meet the Acceptance Criteria stated in this policy.

The KFRI may provide links to websites that are not controlled, maintained, or regulated by the KFRI, and as such the KFRI is not responsible for the content of those website.

Use of information obtained from External websites is voluntary. Any information obtained from an External website is not guaranteed by the KFRI and the user should review the accuracy of any information, before relying upon it. Reference to any specific commercial product, process, or service by trade name, trademark, or otherwise does not represent endorsement or recommendation by the KFRI.

### **Content Guidelines**

In exercising its discretion to allow external content on Web pages it operates, KFRI will use the following Acceptance Criteria; KFRI will review every request and decide whether it is appropriate and relevant:

- The External website is appropriate with respect to the Purpose of KFRI.
- An inappropriate website may include but is not limited to:
- A commercial website which charges a fee for products or services online;
  - A website that exhibits hate, bias, discrimination, libelous, illegal or otherwise defamatory content;
  - A website that lobbies, advocates, or advances the policies and priorities of a particular industry, organization or enterprise.
  - A website that furthers the agenda of a political organization or candidate running for office;

### **Oversight and Monitoring**

The KFRI has established procedures to monitor the implementation and continuing oversight of these guidelines. These procedures shall include:

- A process for review of all new requests for external content links from a KFRI web page to another web page.
- Ensure compliance with the KFRI Policy for External Content prior to granting the request.

### **Removal of Links**

Additionally, the KFRI reserves the right to deny links if it determines that a website contains misleading or unsubstantiated claims, conflict with the KFRI's purpose or does not meet one or more of the criteria set forth in this policy.

### **Linking to the KFRI Web site**

Advance permission to link to the KFRI website is not necessary; however, website users should be aware that the KFRI website pages may change at any time without notice.

Anyone linking to the KFRI website should continuously verify links to the site.

Anyone linking to the KFRI website shall not display KFRI Webpages within frames, present KFRI content as its own, or otherwise misrepresent KFRI content, and they should not misinform users about the origin or ownership of KFRI content. Certain information on the KFRI website may be trademarked; service marked or otherwise protected as intellectual property.

### **Request a link**

If you believe you have a Web site that meets the criteria after reviewing this policy, please send the details to [webmaster@kfri.res.in](mailto:webmaster@kfri.res.in).

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