



Content Policy

Revised 20th May 2016 V1.3

Reviewed 25th May 2018

General

Our Company operates several websites with the intent of:

- Promoting our products & services.
- Providing information & content.
- Communicating & interacting with interested parties.

The content including text, pictures and media may come from authors inside our company or from other external parties such as guest bloggers or contributors.

In the scope of this policy we deem a 'Contributor' to be any external party who has provided content with the intent and permission for us to publish it on one or more of the websites we operate.

Acceptable Content

General Guidelines

We will **not** knowingly publish content that we believe falls within the following categories:

- Contributor does not own or have rights to the content.
- Content does not or may not comply with applicable legislation.
- Content which is in poor taste including obscene, offensive or adult material.

Commercial content, such as that promoting a brand or business, should be clearly marked with *[Advertisement]* for review.

Specific Guidelines

We will also apply these specific guidelines to content:

- Is it relevant to the audience of the website?
- Is it likely to cause offence to the audience of the website?

We reserve the right to reject or remove content at any time without reason.



Author Credits

Content will be credited to the author and may include the following information:

- Author Name.
- Date of publication.
- If published on your own blog, reference the original blog link.

Copyright and Intellectual Property

- The contributor must own the content they provide to us.
- We will copy and retain the content for backup purposes.
- We may publish the content on other websites we run, where we feel it is applicable to the subject of that website.
- Content will retain its author credits at all times.
- Our websites are indexed on search engines therefore your content may appear in searches and a cache of your content may still be available even after it has been removed from our platform.

Use of Photographs, Images, Videos and other Stock Media

It is often necessary to include media to break up large amounts of text or incorporate in to the design of the websites to make them astatically pleasing.

While it is our preference to use bespoke media that has been created by our company, we often need to use stock photographs, images and other media.

Where this is the case, **Fotolia** (<https://en.fotolia.com>) is the company's approved stock library. All images used are purchased through our Fotolia account with ID: 46267.

Complaints and Concerns

We will respond to complaints or concerns regarding published content that are raised via our helpdesk system.

Please refer to our 'complaints and concerns procedure' for more information on the process: http://www.assent1.com/about/content_complaints_concerns_policy.pdf