

External Content

Purpose

The Washington State Gambling Commission ("WSGC") recognizes that external content may be placed upon publicly accessible WSGC web pages. The Gambling Commission does not intend that WSGC web pages be open public forums. External content on web pages operated by the Gambling Commission will be permitted at the Gambling Commission's **sole discretion**.

Definitions

"WSGC" is the Internet portal operated and maintained by the Gambling Commission. It is a nonpublic forum, designed to provide information and links to other sites that provide government and information services.

"External content" means content that is provided by nongovernmental entities.

Applicability

This policy applies to WSGC. This policy is not intended, and shall not be construed, to prohibit external content that is:

- Required or authorized by law;
- Official government business or furthers the specific purpose of a government organization's web page; or
- On web pages not operated or controlled by the Gambling Commission.

It may be in the public interest to include on web pages operated by the Gambling Commission:

- Links to resources that are provided by others on web sites outside the Gambling Commission's control;
- Public acknowledgement of sponsors or other contributors of resources to allow the Gambling Commission to expand the on-line information and services of the state to its citizens; and
- Advertisements, branding and sponsorships, which decrease costs and expand the offering of on-line information and services.

External content on WSGC pages includes, but is not limited to, links, acknowledgements, and advertisements that propose a commercial transaction.

Content Guidelines

In exercising its discretion to allow external content on web pages it operates, the Gambling Commission will be guided by the purpose of WSGC. WSGC is intended to support, as efficiently, conveniently, and cost effectively as possible, and in a manner of presentation befitting government, the following uses by citizens, businesses and public employees:

- Location of web sites and access to useful public information provided by public agencies or non-profit, non-partisan organizations; and
- Location and delivery of public services in general and in particular, the delivery of public services via the Internet.

The Gambling Commission, at its sole discretion, will determine whether external content meets the purposes of WSGC. External content includes advertisements and sponsorships. Generally, external content does not meet the purposes of WSGC if the content contains, suggests, or infers any of the items listed below. This list is a

nonexclusive list.

1. Advocacy of or opposition to any politically, environmentally, or socially controversial subjects, issues, or candidates.
 2. Disparaging or promoting any person or class of persons.
 3. External content not suitable for readers or viewers of all ages, or links to or other promotion of businesses whose products or services are not suitable for persons of all ages.
 4. Promoting or inciting illegal, violent, or socially undesirable conduct.
 5. Promotion or availability of alcohol or tobacco products.
 6. Promotion or availability of illegal drugs.
 7. Promotion or availability of adult or sexually oriented entertainment or materials.
 8. Promotion, opposition, or availability of weapons.
 9. Promotion, opposition, or availability of gambling.
 10. Claims of efficacy, suitability, desirability, or other non-objective statements about businesses, products, or services.
 11. Content that infringes on any trademark, copyright, or patent rights of another.
 12. Claims or representations in violation of advertising or consumer protection laws.
 13. Content that a reasonable citizen may not consider appropriate to maintain the dignity and decorum appropriate for government.
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Removal of Content

The Gambling Commission reserves the right, at its sole discretion, to withdraw external content that otherwise meets its guidelines. This discretion may be exercised if the Gambling Commission becomes aware, receives claims or allegations, or has reason to inquire whether, the content refers or links the viewer to content not on the Gambling Commission's web site that is either in violation of any of the above listed guidelines, except No. 10, or would be reasonably likely to offend a reasonable citizen. Withdrawal of content on these bases will be permitted whether or not the Gambling Commission is legally obligated to act upon any information of which it is aware.