

## Online Advertising Policy, Principles, and Acceptance

The Health Physics Society (HPS) accepts advertising on the HPS website and newsletter, *Health Physics News*. The appearance of advertising on the website does not imply endorsement of the advertised company or product, nor does advertising affect editorial decisions or symposia content.

HPS reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to conflict with HPS interests and the objectives set forth above or which by its tone, content, or appearance is not aligned with the essentially scientific, scholarly, and professional nature of HPS. With this in mind, HPS has established certain standards for the acceptance of advertisers and exhibitors as follows:

### **ADVERTISING ACCEPTANCE**

The following types of advertisements are prohibited on the HPS website:

- Advertisements for alcohol, tobacco, or controlled substances
- Advertisements for weapons, firearms, ammunition, and fireworks
- Gambling and lottery advertisements
- Advertisements for pornography and related materials and services
- Political and religious advertisements
- Advertisements that claim to offer a “miracle” cure or method
- Advertisements that make unsubstantiated claims for the products advertised
- Advertisements submitted for the purpose of airing either side of controversial social, ethical, or professional issues
- Advertisements for educational programs and events that are not deemed appropriate by the HPS

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the HPS website without their knowledge or permission
- Ads that expand across or down the page without the visitor having clicked or rolled over the ad
- Ads that send visitors to another site without the visitor having clicked on the ad with intent to visit the ad site

### **ADVERTISING POLICY**

- Advertisements new to the HPS websites require approval before they may appear on the sites. Such review will extend to any landing page(s) from links in the advertisement. The company sponsoring the website of any landing page must be clearly identified on that page. Advertisers may be required to submit supporting documentation to substantiate claims.
- The HPS Executive Director, in consultation with designated members of the HPS Board of Directors, shall make the final decisions on acceptance of any advertisement or exhibit.
- Acceptance of advertisers and exhibitors by HPS does not indicate and should not imply endorsement by the HPS.
- Advertisements, advertising icons, and advertiser logos must be clearly distinguishable from editorial content. An advertisement or exhibit shall clearly identify the responsible manufacturer or sponsor(s) and accurately describe the product or service being offered.
- Advertisements are placed at random and do not appear adjacent to relevant editorial content except by chance.
- It is the responsibility of the advertiser or exhibitor to comply with all laws and regulations applicable to the marketing and sale of its product or service. In all instances, acceptance of an advertisement by HPS shall not be interpreted as a guarantee that the manufacturer has complied with such laws and regulations.
- Identified quotations and excerpts from published papers in an advertisement are acceptable only if they do not distort the meaning intended by the original author and conform to applicable copyright law. Furthermore, appropriate and adequate references for statements and claims made in advertisements or exhibitors' literature are required.
- HPS's policy requires that all employment advertisements affirm in writing that the employer follows EEOC guidelines.
- Neither advertisers nor their agents may collect any personal information from any user viewing the HPS website except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.