



Member-2-Member Marketplace Guidelines

All listings on the Member-2-Member Marketplace must comply with the following guidelines. Soroptimist International of the Americas reserves the right to modify these guidelines at any time without further notice. The most recent version of the guidelines will be available on the members-only section of www.soroptimist.org. You agree to periodically review the guidelines to ensure that your listing remains in compliance with them. Members are limited to one listing at any given time. Once approved, listings will be posted to the Member-2-Member Marketplace in alphabetical order by company name.

Identification of Company Name:

- The name of the company, or some other obvious identifier of the company responsible for the content, must be clearly identified in the text so that the person viewing the listing knows which organization either purchased the listing or is being listed on the site.
- The listing must logically correspond with the landing page. There cannot be an example of a bait and switch resolution. Example: the listing is for a bathing suit company and the resolve is to an adult content page.

Member Experience:

Creative submitted by or on behalf of a listing agent may not:

- Utilize “mouse trapping” whereby the listing agent does not allow users to use their back button and traps them on a website.
- Imitate presupposed knowledge about the functionality of your personal computer.
- Pretend to know details about a user’s computer/system, including what is/is not installed or whether it has discovered viruses, worms, corrupted files, or use other tactics to make users buy/download software.
- Promote or contain viruses, worms, corrupted files, cracks or other material that is intended to or may damage or render inoperable software, hardware or security measures of Soroptimist International of the Americas, any user of the Member-2-Member Marketplace, or any third party.
- Have a pop-up ad or a pop-under ad launched from within a listing or from the landing page whether real or imitated behavior.
- Perform an automatic download of anything to a user’s system or present a download dialog box without first presenting detailed information to the user about the download and then requiring the user to click to download the product.

Pop-up and Pop-under Ads:

We will not accept pop-ups and pop-under ads anywhere on the network or as part of the destination/landing pages of listings.

Destination Sites/Landing Pages that Listings Click through to:

The page/site clicked through to from a listing must adhere to the policies herein on adult content and illegal activity both for advertising and editorial content.

The landing page clicked through to from a listing on the Member-2-Member Marketplace cannot launch a pop-up and/or pop-under ad to a user.

Software Downloads including Freeware and Shareware:

The following is not allowed:

- Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software whose purpose is to collect demographic and usage information from a user's computer without her express consent. (Note that the term Spyware is often used to describe this type of software and the information collected by such software is usually used for advertising purposes.)
- Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software that "sneaks" onto a user's system and performs activities hidden to the user.
- Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software that is bundled as hidden components of other software whether free or for fee.
- Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software that in any way alters, harms, disables or replaces any software installed on a user's computer without her express consent.
- Automatic downloads.
- Presentation of download dialog boxes without a user's express action (click) to perform a download.

Listings that promote "legitimate" software downloads must adhere to the following:

- Clear notice to the user about the download and the software such as the time it takes to download and complete and accurate information on what the software does and how to remove it.
- If the download process requires the user to provide personally identifiable information, the following requirements apply:
 - Information on how the information collected is being used must be clearly presented.
 - No information collected can be shared with a third party without an explicit opt-out.
 - Listing agents must provide instructions within their privacy policy for how to opt out of any future unsolicited promotional communication—email or otherwise.
 - Any follow-up communication from the listing agent resulting from the information collected via listings must contain an explicit opt-out (this applies to every single piece of unsolicited promotional email).

Offensive or Illegal Content:

Content promoting politically and/or religious agendas, or adult content and/or illegal activities, including but not limited to hate, criminal and/or terrorist activities is strictly prohibited.

Intellectual Property Rights, Trademarks, Piracy, and/or Copyrights:

The infringement of the Member-2-Member Marketplace or any third party's intellectual property rights, including but not limited to trademarks, trade names, designs, patents, copyright and personality, is strictly prohibited.

Gambling Content:

Under no circumstance is content that facilitates and/or promotes illegal gambling allowed.

Soroptimist International of the America's Discretion:

As operators of the Member-2-Member Marketplace, the membership department of Soroptimist reserves the right, at its sole discretion, to reject or remove from the network any listing and/or publisher website.

Please refer questions about the Member-2-Member Marketplace Guidelines to Wendy Metzgar, Membership Director, at wendy@soroptimist.org.