

LINKING OF ONE INTERNET SITE TO ANOTHER

When you link to another site it is recommended that you take the following precautions:

1. When linking to another site make sure that the user is transported to the other site. Do not incorporate the content of the other site into your frame so as to pass off the services of the other site as yours.
2. Be careful of bypassing the home/front page of your target link particularly if it is a commercial site which generates revenue from advertisements. In these circumstances, it is safer to link to the home/front page or obtain permission.
3. Use of someone else's logo without permission may be a breach of trademark. The University's policy at present forbids the carrying of advertising without prior permission unless it is for the authorised commercial activities of the University.
4. It is recommended that you insert an appropriate disclaimer of liability on your web page to avoid legal responsibility for the information contained in the target site.

Please contact Gilbert Ducasse of Legal Services on Bundoora ext. 1795 if you wish to discuss this matter further or if you require any assistance.

This article provides general information only. It is not a complete or definitive statement of the law on the subject matter. Formal legal advice should be sought in relation to particular matters.