National Safety Council Linking Policy

Thank you for your interest in linking to the National Safety Council website (Site). Our websites provide information relating to our mission: to eliminate preventable deaths at work, on the road and at home and in communities. By creating a text link and/or downloading a Graphic Banner to your website, you represent and warrant that (a) your website supports the NSC mission, (b) your website complies in all respects with the Terms of Use standards set forth on our Site and (c) your website and any other websites to which your website links do not portray NSC or its products and services in a false, misleading, offensive or derogatory matter, or in a matter that may tarnish the reputation of the National Safety Council.

Linking TO the NSC website:

Please refer to and use the following guidelines when setting up a link to the NSC Site.

1. NSC does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. NSC does not allow framing of our Site content. When setting up a link to the NSC Site, the Site should be open in a new Web browser window rather than displaying the pages in a frame of the linking website’s Web template.
3. Links directly to the NSC Site should be text-only and must clearly read www.nsc.org, National Safety Council or NSC
4. You may not use the NSC logo as a link; our logo cannot be shown on your website without a sponsorship or other type of contract agreement.
5. You may use one of these lead-in sentences with your text link to the NSC Site:
   a. The National Safety Council is a nonprofit organization whose mission is to eliminate preventable deaths in our lifetime.
   b. The National Safety Council focuses on eliminating preventable deaths at work, on the road and in homes and communities.
6. NSC does not allow other websites to copy and paste NSC content from our Site.

Linking FROM the NSC website:

1. When NSC includes links to other websites from our Site, we do not assume any responsibility or liability for any communications or materials available at the external websites to which it links, including responsibility or liability for their accuracy. No link on the NSC Site is a referral or endorsement of either the linked-to entity or any product or service. Such links are provided for convenience only.
2. NSC does not provide links from the NSC Site to external for-profit websites except as specified by a pre-existing sponsorship agreement, partnership or other contractual business relationship. Where appropriate we do link to educational sources such as .edu, .gov, .org or respected news organizations.

NSC retains and reserves all rights in and to NSC trade names, logos, copyrights and trademarks, and all other intellectual property with respect to our domain name and any graphic banners. Our graphic banners are protected by copyright and trademark laws.

The National Safety Council grants a non-exclusive, limited license to the owner of any website who places on their website a text link containing our domain. NSC reserves the right to cancel this license at any time and for any reason by notifying you at the address on your registrar record, and within 24 hours of receipt of notification of such termination, you shall cease your use of our domain name and/or graphic banner and remove the link to our Site. The display of our domain name on your website constitutes your agreement to the terms set forth in this Linking Policy. If you do not agree with the terms, do not link to our Site.

NSC reserves the right to add, modify and delete these guidelines at any time and at the sole discretion of the National Safety Council.

May 24, 2018