

## **Botley & North Hinksey Community website**

### **Business Policies and Code of Conduct**

#### **Additional Policies relating to commercial businesses:**

Businesses should be aware that the Business Policies and Code of Conduct included in this document operate in addition to the separate General Policies and Code of Conduct which apply in all instances and should be read in conjunction with this document.

All 'local' commercial businesses as defined in the General Policies and Code of Conduct will be able to request their inclusion in directories on the website. Businesses falling outside of the defined area will not be featured. The basic level of free information listed may include the company name, telephone number, address, e-mail address, website link and a very brief description of services or products offered by the business where these have been identified by B&NHO or supplied by the company itself.

Information about businesses featuring on the website has generally been obtained from the public domain and cannot be guaranteed as error free and up to date unless businesses themselves provide such information. In order to maximise benefits from appearing in the directories of this website it would be advantageous for businesses to regularly review their entry and inform us of any changes they would like to see.

If certain pieces of information currently feature on the website that you would like removed because they are not relevant to your business operations and customer base (for example an address for a service organisation operating out of a home, or a telephone number for certain types of retail shop) we will be happy to remove them once notified of that fact.

When contacting B&NHO on any matter relating to your company's entry in our directory listings it is important that we are able to clearly identify that you are a valid representative of that business. Please send e-mails whenever possible from either from the e-mail address featured on our listing or from another that is obviously linked to your organisation (e.g. the address includes your company name after the @ symbol). If we are initially unable to confirm your status we may ask for further identification before amending your company's entry.

A small number of companies will be allowed to appear as Premium Listings in the Business Directory section (or other appropriate listing on the website covering that type of commercial organisation) on payment of an annual fee set by B&NHO. A Premium

Listing means that your company details will be highlighted in larger text than other entries, you can include a company logo or other visual element and more descriptive text than on a normal listing, and your business will appear at the top of the relevant section that it features in. Overall your company will stand out from the crowd and hopefully you will gain more business as a result. In order to purchase a Premium Listing the following three requirements must also be met:

- Any artwork (logos, photos or other visuals) plus additional text must be provided by the business itself but may be modified by the WMT to make it suitable for the Premium Listing format. The final entry will be agreed with the company before placement.
- The business must be 'local' and already featuring on one of the B&NHO website directories or other listings sections.
- The business must have a paid advert featuring in the current edition of The Sprout. If a business only pays for advertising in The Sprout for selected months during the year (e.g. alternate months or every three months) then the annual fee paid to B&NHO will entitle them to an advert on the website only during those selected months, and the website advert will be temporarily removed for the period between those months. In other words the annual fee covers a period of twelve successive months, but doesn't in itself automatically ensure that the website advert is featured for all twelve of those months.

There are also a number of policy issues relating to businesses participating in sections of the website outside of the Business Directory (or other listings), such as Discussion Forums. In those instances the following Business Code of Conduct will apply in addition to the General Code of Conduct.

**The Business Code of Conduct** requires that:

- When participating in areas such as forums, businesses are not allowed to use their company trading name or the names of their products or services. Only individuals are allowed to participate, using their real names.
- No representatives of a company may promote or draw attention to their business through mentioning their name or services provided or using images of their company premises, products / services, personnel, logos or publicity materials in any area of the website outside of the Business Directory listings

(or other listings that they feature in) without obtaining written permission from the B&NHO WMT beforehand.

- Representatives of companies must not make negative comments on the website about other businesses.

If a company does not adhere to both the General Code of Conduct and the Business Code of Conduct then the following actions will be taken:

- A single minor infringement will result in a warning.
- Multiple minor infringements or a major infringement will result in the immediate withdrawal of any paid Premium Listing (if applicable) without the refunding of any fees plus the removal of that business from the website directories listings.

N.B. If a company feels that there is a reference to them anywhere on the website which might have a negative impact on their image or business operations then they are able to request that the reference is removed or they are allowed the right to reply. In these instances B&NHO WMT will adjudicate and decide on the appropriate action to be taken.