

British Horse Driving Trials Association

Website publishing guidelines

1. Information and articles

- 1.1 Articles for publication on the website may be submitted to the website editor or to the executive officer at the BHDTA office.
- 1.2 The executive officer will be responsible for checking the accuracy of the information before publication and, if necessary, consult a member of Council or the chairman of the relevant Committee.
- 1.3 Submitted articles, if accepted, may be edited or altered for size, style and clarity as required.
- 1.4 Articles submitted in hand-writing, by FAX or as a scanned document may not be accepted due to the time-factor involved in transcribing them and the high error rate.
- 1.5 The BHDTA do not normally make a payment for any article published on their website.

2. Photographs

- 2.1 Photographs for publication on the website may be submitted to the website editor or to the executive officer.
- 2.2 We will not publish any photographs which may be considered misleading, offensive, violent or of an adult nature.
- 2.3 We will not publish photographs that are controversial or which would give a negative impression of our sport.
- 2.4 The executive officer will be responsible for checking the suitability of the photograph before publication and, if necessary, consult a member of Council or the chairman of the relevant Committee.
- 2.5 Any submitted photographs must be identified with: the name of the photographer, the copyright holder (if this is not the person submitting the photograph), the subject (e.g. the name of the person in the picture), the location and date when the photograph was taken. Photographs without this information will not be accepted.
- 2.6 If the person submitting the photograph is not the copyright holder, it will be their responsibility to ensure that permission has been given to publish the photograph and they must clearly state this with their submission.
- 2.7 The author or copyright holder of any photograph we publish will be identified on our website. This may be in the form of an email address or a website link placed next to or near the photograph or by clicking on the photograph itself.
- 2.8 We reserve the right to alter or refuse publication of any photograph.
- 2.9 To maintain high standards, we request photographs at the best possible quality and resolution. Any photographs submitted to the website should be the original photographs from a digital camera.
- 2.10 Photographs which are judged to be of poor technical quality (e.g. blurred, over or under exposed, unclear etc.) will be refused or we will make a request for them to be re-submitted.
 - 2.10.1 Photographs taken using mobile telephones are generally not of acceptable quality
 - 2.10.2 Photographs which have been altered or processed using photo editing software may not be accepted.
 - 2.10.3 Photographs which have been saved using too much compression may not be accepted.
- 2.11 Because picture files take up a lot of web space and because preparing them for the website takes a long time, we will limit the number of photographs of any one subject that we will accept. Normally, for pictures from driving events, this will be 6 pictures per photographer per event. More than this number should not be submitted and if there are more, only the first 6 will be accepted.
- 2.12 The BHDTA normally do not make a payment for any photograph published on their website.

3. Video footage

- 3.1 Video footage uses a large amount of server space and bandwidth. We pay annual rental for our web space and with a lot of video, this would soon fill up and may have undesirable effects on our email system as well as the operation of the website. The preferred method is to only publish a link to any video footage, which is stored on a separate server. Many companies provide free web space for their users.
- 3.2 Any video footage shown on our website falls under the same guidelines as photographs.

4. Links to external websites

- 4.1 We get frequent requests for placing links on our website from companies, organisations and individuals. These may be related to carriage driving or they may be completely unconnected. Sometimes, these requests are made in order to advertise a product or a service, help increase their readership or raise their search engine rankings.
- 4.2 We need to limit the number of links in order to prevent the links page becoming too crowded, which would make it difficult for people to find what they're looking for.
- 4.3 We will include links to:
 - 4.3.1 Major UK and Worldwide Carriage Driving organisations
 - 4.3.2 Affiliated driving clubs
 - 4.3.3 UK Charities which have a connection to Carriage Driving or Equestrianism
 - 4.3.4 Carriage Driving Competitions' websites (UK and worldwide)
 - 4.3.5 Companies or individuals who have given sponsorship or donations to the BHDTA
 - 4.3.6 Photographers who attend carriage driving events and regularly supply pictures for the BHDTA website
- 4.4 We will not include links to:
 - 4.4.1 Companies and individuals unconnected with carriage driving (unless included above)
 - 4.4.2 Commercial websites, even if connected with carriage driving (unless included above)
 - 4.4.3 Any website which carries adult, offensive or violent material or which contains links to other websites of such nature.
- 4.5 Ongoing and long time sponsors will get permanent links. One-off sponsor's links will be removed if they haven't renewed sponsorship for a year.
- 4.6 In the case of border-line requests, which do not fall clearly into any of the above categories, a decision will be made whether or not to include the link. Depending on the nature of the link, this decision is to be made by AT LEAST TWO of the following people:
 - 4.6.1 The BHDTA executive officer
 - 4.6.2 The website editor
 - 4.6.3 A member of the BHDTA council
 - 4.6.4 The BHDTA Chairman. (If involved, the Chairman will have the deciding say)
- 4.7 This decision will be final and will be communicated to the person/company making the request.
- 4.8 Disclaimer - the links page will carry the following text:

Links to external websites are provided in good faith, but the BHDTA is not responsible for the content of these sites.

5. Commercial Advertising

- 5.1 The BHDTA will be happy to offer advertising space on their website for a suitable fee. This could take the form of a top-of-page banner, a box inserted within a page or a link from a page to a company's website.
- 5.2 We will only accept advertisements from companies which are in some way connected with carriage driving or equestrian sport.

- 5.3 Each advertising offer will be the subject of separate negotiation with the advertising company and would normally be expected to run for a fixed period (e.g. one month or one year) before renewal.
- 5.4 The company shall supply all suitable text / images / logos for their advertisement.