

Web Audit Report

1	Use and protection of copyright material	n
2	Use and protection of trade marks	n
3	Use and protection of domain names	n
4	Terms of Use and disclaimers	n
5	Privacy	n
6	Online sales	n
7	Content	n
8	Other issues	n

Key:

n Problems identified that require immediate action

n Needs attention

n No issues identified

n Not applicable to the website

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1	Use and protection of copyright material		n
	Summary	<ul style="list-style-type: none"> • The website contains a substantial amount of text, which is protected by copyright. • There is no user-generated content on the website. • The website also contains a large number of publications available for download. • There are 3 videos on the website marked '© ACME News Channel Pty Ltd. Used with permission.' • There are images of each of the staff on the website. • There is an image on the home page. • The footer of each page contains an appropriate statement by which copyright is claimed and all rights are reserved. • The 'Contact Us' section of the website contains: <ul style="list-style-type: none"> (a) a map image (b) a photograph (c) parking, train and ferry images 	
	Issue 1	Copyright ownership	
	Recommendation	<p><i>Confirm that the rights in the constituent elements of the site (including contributions by the external developer and other third parties) are owned or can be used.</i></p> <p><i>Ensure permission is obtained from the copyright owners of the images and photographs for the use of those images</i></p>	
	Issue 2	The 'Publications' section of the website	
	Recommendation	<p><i>The 'Publications' section of the website includes a statement about how people wishing to use the content can contact the organisation for permission, or alternatively sets out the terms on which material can be reproduced.</i></p>	

2	Use and protection of trade marks		n
	Summary	<ul style="list-style-type: none"> • X is a registered trade mark (no #####). The owner of the trade mark is a different, but related, entity. • The home and 'Awards and Recognition' pages of the website contain a number of logos and other trade marks belonging to third parties. • We are unaware whether any particular conditions attaching to this use of the third party marks has been set out. 	
	<i>Issue 1</i>	<i>Licence to use trade mark</i>	
	Recommendation	<i>Ensure that a written licence between the trade mark owner and the firm (as the entity using the trade mark) is entered into.</i>	
	<i>Issue 2</i>	<i>Use of 3rd party logos on the website</i>	
	Recommendation	<i>Ensure that you have written consent to reproduce these logos electronically and on your website, and that the use is in accordance with the terms of that consent.</i>	
3	Use and protection of domain names		n
	Summary	<ul style="list-style-type: none"> • The .com.au domain name is registered. • The domain name registrant for the website is an entity that is different to the current business. The domain name is currently held by an entity that is not conducting the business and that is not operating the site hosted at the URL. • The Registrar is Melbourne IT. • The Eligibility ID for the domain name is a business number (E#2#####). The number as recorded with ASIC is E#3#####. • The .com domain name is registered by an US company, but no site is hosted at that URL. 	
	<i>Issue</i>	<i>Registrant</i>	
	<i>Recommendation</i>	<p><i>Ensure that the right to the domain name is held by the business that is operating the site, or an associated service entity.</i></p> <p><i>Also ensure that the contact details, including technical contact details are updated.</i></p>	

4	Terms of use and disclaimers		n
	Summary	<ul style="list-style-type: none"> The website contains a disclaimer. The website does not contain terms of use, however as an information based website, this is not strictly necessary. 	
5	Privacy		n
	Summary	<ul style="list-style-type: none"> The website is targeted at an Australian audience. The website contains a privacy policy that complies with Australia's <i>Privacy Act 1988</i>. The website collects email addresses to sign up for a monthly newsletter, but no other personal information is collected. 	
6	Online sales		n
	Summary	<ul style="list-style-type: none"> The website does not facilitate online sales. 	
7	Content		n
	Summary	<ul style="list-style-type: none"> The content of the website is general and an appropriate disclaimer makes this clear. A link to the disclaimer appears on every page. 	
8	Other issues		n
	Summary	<ul style="list-style-type: none"> Email addresses are collected for the purposes of receiving a monthly electronic newsletter. There is no consent to send any other marketing information electronically. There is a 'client access' portion of the website. We have been prevented from considering this part of the website as we do not have login and password information. 	
	Recommendation	<p><i>Amend website and insert check box to give users the ability to expressly consent to receive marketing information other than the newsletter electronically.</i></p> <p><i>Ensure that your system maintains an accurate record of these requests.</i></p>	
	Recommendation	Please provide log in information if you would like us to review the 'client access' part of the website.	