

**SOUTHERN ASSOCIATION OF ORTHODONTISTS**  
**GUIDELINES FOR LINKAGE TO SAO WEBSITE**  
**Approved October 1, 2003**

SAO members requesting that their website be linked to the SAO website must sign and date this statement thereby agreeing to the following guidelines and any future guidelines approved by the SAO Executive Committee and/or the SAO Board of Directors:

1. The content for individual member websites shall be devoted to the practice of orthodontics, be professional as determined by the SAO in its sole discretion, and shall be consistent with the AAO and ADA Code of Ethics.
2. A contact e-mail address should be provided so patients can contact the doctor's office.
3. Case presentations, either treated by the doctor or generic cases provided by a webmaster, may be displayed, providing the practitioner's individual state laws are not violated. The presentation of cases can show pretreatment, post treatment and follow up records. If facial photographs are displayed, the orthodontist must have signed releases for each of these patients and possess these releases in his office. Patient surnames are not permitted on the web pages. If the cases displayed are not treated by the SAO member, then the following disclaimer must be visibly placed on the website page on which the cases are displayed. " These cases are typical malocclusions corrected with orthodontic treatment and were obtained by our Webmaster. These cases were not necessarily treated by Dr. \_\_\_\_\_".
4. Pictures of staff members may be allowed with a brief description of that person's duties and responsibilities. Surnames may be displayed providing written permission is obtained from each individual.
5. Pictures of the doctor sponsoring the website may be allowed with their curriculum vita.
6. A list of recent continuing education courses (completed within the last 12 months) may be allowed.
7. Practice logos are allowed. The AAO logo may be used in accordance with the guidelines established by the AAO.
8. Giveaways or prize contests are NOW ALLOWED in the webpage content.
9. A schedule of office hours along with a listing of days scheduled off for meetings, continuing education, vacation and holidays would be helpful to patients.
10. A map or directions to the office may be used.
11. The content must not contain any offensive material as determined in the sole discretion of the SAO, and shall not violate any federal or state law.
12. The SAO reserves the right, at any time and for any reason, to disconnect your link with the SAO website.
13. You agree to indemnify, and, defend and hold the SAO, its officers, directors and employees, harmless from any and all damages, actions, liabilities and costs, including, but not limited to reasonable attorneys' fees, arising out of or related to your website and/or its linkage to the SAO website.

By signing below, I agree to abide by the above guidelines.

SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ DATE: \_\_\_\_\_

**\*\*\*If more than one doctors name is listed on your website, please duplicate this form and have each doctor sign a separate form.**