

# NETIQUETTE

Here are the rules of conduct and courtesy that apply to *content and/or messages\** posted by a third party on *digital platforms\*\** owned or operated by Outaouais Tourism.

We want our platforms to be safe, fun, entertaining and inspiring for everyone, and we welcome your feedback. We encourage you to join the conversation!

That is why we require that all users of Outaouais Tourism's various digital platforms accept and comply with the following rules of conduct and courtesy.

## Rules of Conduct and Courtesy

1. Users are entitled to express their disagreement with an idea, but they must remain polite and respectful at all times. It is therefore forbidden to post content or messages that are threatening or offensive or could expose a person or group of people to contempt, harassment or hatred on the grounds of, among other things, language, age, gender, sexual orientation, ethnicity, nationality, religion, skin colour, lifestyle, and/or mental or physical disability.
2. Outaouais Tourism reserves the right to remove your content if it meets one or more of the following criteria:
  - a. Contemptuous, harassing, hateful, abusive, threatening, indecent, sexist, homophobic, xenophobic, racist, disgraceful, or vulgar content or message, or any other defamatory or violent content;
  - b. Content or message that attacks or insults a person or group of people;
  - c. Content or message that negatively affects the reputation of a company or individual;
  - d. Content or message that includes a threat or an incentive to commit an illegal act;
  - e. Content or message posted repeatedly or that could be considered as off-topic, propaganda or spamming;
  - f. Content or message containing links to sites with inappropriate content (e.g., sexual, xenophobic or offensive);
  - g. Pornographic, obscene or sexually explicit content or message;
  - h. Content or message that does not contribute to the smooth flow of the discussion or that is considered off-topic or incomprehensible;
  - i. Content or message composed in a language other than English or French;
  - j. Any attempt to mobilize a group of people around a cause or subject other than a tourist attraction or event.

3. All content posted by users on Outaouais Tourism's digital platforms must at all times respect copyright and intellectual property rights.
  - a) The user must be the author and the owner of the content he/she wishes to post on Outaouais Tourism's digital platforms.
  - b) Users must ensure that they obtain permission from the person or persons appearing in any content they intend to post on Outaouais Tourism's digital platforms.
  - c) Users may not at any time download and use content posted on Outaouais Tourism's digital platforms without the prior authorization of Outaouais Tourism.
4. Outaouais Tourism wishes to promote the use of its official hashtag #OutaouaisFun to bring awareness to the region. Our social platforms use user-generated content, and accounts that tag us on their posts or use the keyword agree to have their content re-shared on our platforms, with credit.
5. The use of another person's identity (impersonation or identity theft) is considered a serious offence and will not be tolerated at any time, nor will the use of false accounts.
6. Excessive or unnecessary use of capital letters (e.g., I'M ON THE OUTAOUAIS TOURISM PAGE) or special characters (e.g., #\*%!\$!) is not allowed, as typing in all caps is Internet code for shouting and could be perceived as aggressive.
7. Outaouais Tourism is not responsible, under any circumstances, for content or messages posted on its digital platforms by a third party, unless the posted content is the product of a collaboration between that party and Outaouais Tourism.
8. Outaouais Tourism publishes content in English and French. Users of Outaouais Tourism's digital platforms must communicate in one of those two languages, and must at all times respect the choice of other users to communicate in English or French on Outaouais Tourism's digital platforms.
9. Users must not use an old message posted by Outaouais Tourism and distort the context, nor apply it to current or future situations without first validating the information.
  - a. All content posted by Outaouais Tourism is accurate and valid at the time of posting. This includes the information provided on our website, social media posts, and/or replies submitted as comments or private messages.
10. Some Outaouais Tourism employees have their own personal social media accounts. The content, comments or opinions they share in their personal capacity do not necessarily reflect the official position of Outaouais Tourism.

\* By *content and/or messages* we mean all forms of content posted on Outaouais Tourism's digital platforms, including but not limited to text, comments, private messages, photos, videos, links, and other types of content.

\*\*By *digital platforms* we mean our website, social media and blog posts, replies submitted as comments, as private messages or by email, and any other digital exchange site owned or operated by Outaouais Tourism.

**Users who fail to comply with these netiquette rules of conduct and courtesy may have their content or message deleted without prior notice, and their access to Outaouais Tourism's digital platforms suspended without prior notice.**

**Be advised that you are fully and solely responsible for any comments and information you post.**

*This netiquette does not warrant that it is free of errors or omissions, and it is subject to change at any time and without prior notice.*

*In this document, the masculine gender is used as a neutral gender without discriminatory intent and for the sole purpose of simplifying the text.*