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- (a) is not in any way misleading;
- (b) does not falsely imply sponsorship, endorsement or approval of the linking party and its products, services or membership;
- (c) appears without the use of any confusingly similar logo or border around the content;
- (d) correctly uses the name “Better Business Bureau”, “BBB”, “BBB Wise Giving Alliance”, “Advertising Self-Regulatory Council” or “Council of Better Business Bureaus”;
- (e) uses the uniform resource locator (“URL”) being linked to or any other description of the CBBB or BBB website or material being linked to that makes sense within the context and format of content on the linking party’s site; and
- (f) does not reflect unfavorably on the CBBB or BBB (organizations representing inherently suspect types of businesses, such as work-at-home opportunities are considered unfavorable and shall not be allowed to link).

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Sample used from the Better Business Bureau