



Member Online Listings

June 9, 2014

The HSCG Website (www.soapguild.org) provides several ways for members to display their information on line, making it accessible to website visitors. This policy covers the requirements for online listings and how they are displayed.

Online Listings in General

For privacy reasons, inclusion in any online listing is completely voluntary and is an option of membership. **It is not automatic.** In order to be included, the member must submit the data to be displayed in the listing. What information is submitted is up to the member, but the listing must include at least one method for a consumer to reach the member (i.e. phone or email).

The information provided and displayed in HSCG online listings is available to the public and is likely to be indexed by Google. Any email addresses or phone numbers displayed are accessible to the public. Because of the exposure of member information, any member submitting information to inclusion in an HSCG Online Listing must agree to the Listing Terms and Conditions as well as the overall HSCG Website Terms and Conditions (both found on the HSCG website).

The Member is responsible for keeping his/her online listing(s) up to date with correct information. The HSCG has the right to periodically check online listings to ensure the details provided are correct and to remove any bad (bouncing) email address or bad website addresses.

The information contained in HSCG Online Listings is not **used by the HSCG to contact the member.** Address or email changes made to any online listing **will not update the member's contact information.** Contact information must be separately maintained (under the "My Details" section in the Members Area of the HSCG website).

The member benefit of an online listing is for current members of the HSCG only. If the membership expires, the online listing (along with any banners or gallery images) is **immediately and permanently deleted.** If the member renews at a later time, all information will need to be re-submitted.

Soap and Cosmetic Handcrafter Listings

What was previously the "Find a Soapmaker" portion of the website has been converted to "Find a Soap/Cosmetic Handcrafter" and contains listings from members who make soap and/or cosmetics. It is accessed through the "Consumer" section of the HSCG website and is intended to be a way for consumers to find members who make handcrafted soap and cosmetics.

The list is searchable by state or province (for US and Canada), by country (outside the US and Canada), by company name and by product type.

When a list meeting the consumers criteria is displayed, Benefactor members are displayed at the top of the list. Following the Benefactor members, all others are displayed. In order to ensure fairness and equal exposure, listings are placed in random order each time the page is accessed. The exception is when a search by company name is requested, at which time the names are displayed in alphabetical order.

If the member has submitted images to the Soap and/or Cosmetic Galleries, one image is randomly selected from images submitted, and is displayed in the list with the member's information.

If the member is a Certified Soapmaker or an HSCG Teacher, the fact is shown with the inclusion of an icon beside the member's business name.

When displayed in list format, the information provided for each member includes only the business name, city and state, website, a short description and a link to "More Info". Clicking on the "More Info" link takes the visitor to the full listing for the member.

The member's full listing contains all the contact information and a long description (as submitted by the member). In addition, the page contains images from both the Soap and Cosmetic Galleries, the member's certification level, if any, and the member's logo if he/she is a Benefactor member.

In order to be included in the Handcrafter Listings, the member must be a Professional Handcrafter member of the HSCG. The member can submit and manage his/her listing through the "Online" portion of the HSCG website.

Soap and Cosmetic Galleries

The HSCG has long had a Soap Gallery, displaying beautiful images of members' soaps. With the inclusion of cosmetic makers in 2013, the Cosmetic Gallery was created to provide a venue for handcrafted cosmetics. The purpose of the Galleries is to provide a showcase for the beauty and diversity of the soap and cosmetic creations of the HSCG membership and to provide links to members' information so consumers have the opportunity to contact the soapmaker and purchase products.

In order to submit an image for the soap or cosmetic gallery, the member must be a Professional Handcrafter member of the HSCG and have a Soap and Cosmetic Handcrafter Listing set up. Each qualifying member may submit a total of two images, one to each gallery.

Images of any type of soap may be submitted to the Soap Gallery – but they must be of soap. Images of handcrafted cosmetics of any kind (i.e. lotions, creams, scrubs, butters, powders, make-up, etc.) may be submitted to the Cosmetic Gallery. Even though soap, for legal purposes, is often considered a cosmetic, for the purposes of our website only non-soap cosmetics will be included in the Cosmetic Gallery, and only soap items will be included in the Soap Gallery. Specification for image size and format are provided on the HSCG website.

Where the image in a Soap or Cosmetic Gallery is of a packaged product, the label must comply with the general labeling regulations requirements. The regulations require that the following items are on the front of the product packaging:

1. Name of the product
2. Identity of the product
3. Net Contents

If any of these required items are discernably missing from the product packaging, the person processing the image for inclusion in the Soap or Cosmetic Gallery may reject the item for inclusion (but must inform the member of the reason).

Certified Soapmaker Listing

Within the “Consumer” section of the website there is also a page that lists HSCG Certified Soapmakers. This list is generated as a subset of the Soap and Cosmetic Handcrafter Listings and only displays those that are HSCG Certified Soapmakers. The list is displayed in alphabetical order, with images from the Soap or Cosmetic Gallery and links to a full listing – just like the Soap and Cosmetic Handcrafter Listings.

HSCG Certified Soapmakers do not need to do anything extra or special to ensure they are included in the Certified Soapmaker Listing (other than having a Soap and Cosmetic Handcrafter Listing set up).

Vendor Listings

Vendor members of the HSCG may submit their information to be included on the “Where to Buy” pages of the HSCG website. The intention of these pages is to provide a list of vendors and suppliers to the entire handcrafted soap and cosmetic industry (not just HSCG members).

The list is displayed in alphabetical order the public section of the HSCG Website and also in the Member Area. Any time the list is displayed, a “\$” (dollar sign) is displayed next to the vendors who offer special discounts to HSCG members. The list also contains the vendor’s city and state, website, a short description and a “More Info” link. The “More Info” link takes the person to full listing which contains more detailed contact information, a longer description (as provided by the Vendor), and the vendor’s banner (if provided).

When an HSCG member is logged in to the HSCG website or views the “Where to Buy Supplies” page in the Member Area, any special offers from vendors are displayed for the member to see. Non-members do not have access to the special offer information.

Vendor Banners

Vendors of all levels (Tier 1, 2 or 3) may submit a vendor banner (or logo) to be included on the “Where to Buy” pages of the HSCG website. Banners are displayed in the right-hand column of the web pages in order by Tier, and within each Tier images display in random order, randomized newly each time the page is loaded.

In addition, Tier 1 Vendor Member Banners are displayed at the bottom of nearly every page of the HSCG website. For design and space purposes, only five banners are displayed on any one page when it is accessed; banners are selected randomly from all available Tier 1 banners each time a new page is loaded by a visitor.

Teacher Listings & Classes

Approved HSCG Teachers may submit information to be included in the Online Teacher Listing. On the “Soapmaker Teachers” page on the HSCG Website, the Teacher Listings are displayed in list format in order by location (by state within the United States, and by country elsewhere), and then alphabetically within the state or country. In the list format, the display contains the name of the HSCG Teacher (personal or business, depending on how it was submitted), city and state, link to their website, brief description, and a link for more info and a list of classes offered.

When the “More Info” link is clicked, the visitor is shown a page with the complete Teacher Listing (displaying details as provided by the teacher), followed by all the upcoming classes offered by the HSCG Teacher.

An image may be included with the Teacher Listing. Generally such an image is of the teacher, facility or teacher's business logo, but other than being suitable and professional, the image has no other specific requirements. Specification for image size and format are provided on the HSCG website.

Teacher's may submit details on upcoming classes they offer. HSCG Teachers may include classes on how to make soaps and cosmetics, as well as classes relating to the business of soap and cosmetic making. In order to qualify, the class must be instructed by the HSCG Teacher. Classes instructed by non-HSCG Teachers, even if under the auspices of the HSCG Teacher or in his/her facility, are not qualified to be submitted nor included on the list of classes provided by the HSCG.

In addition to being displayed with the full Teacher Listing, classes are also displayed on the "Find Soap and Cosmetic Making Classes" page. The website visitor can select to view online classes, classed by state (within the United States) or classes by country (outside the US). Only states and countries that actually have upcoming classes are given as options. When the classes within a specific location are shown, they are listed by date.

Additional Information

Additional information about all of the online listings, including how to submit information, image sizes and formats, and other procedural details may be found on the HSCG website. Such information is located in the Member Area (log-in required) in the section applicable to the type of listing and is updated as needed.

Approved June 4, 2014 by the
Board of Directors

History:

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