

## ORGANIZATIONAL POLICY

June 9, 2014 (v2)



## MEMBER ONLINE LISTINGS

The HSCG Website ([www.soapguild.org](http://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 for 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. This allows the member to have different information for public display on the website and for the HSCG to contact the member if desired. Contact information must be separately maintained (under the Profile section in the Member Area of the HSCG website).

The member benefit of an online listing is for current members of the HSCG only. All members receive numerous notifications by both US mail and email that their membership expiration date is coming up. However, if the membership expires, any and all online listings (along with any banners or gallery images) are immediately and permanently removed from the HSCG website and deleted. If the member renews at a later time, all information will need to be re-submitted.

### SOAP AND COSMETIC HANDCRAFTER LISTINGS

The "Handcrafted Soap and Cosmetic Directory" 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.

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 in the Member Area of the

HSCG website. It is the member's responsibility to keep the listing up-to-date with correct business and contact information.

Once soap or cosmetic making business may be listed only one time in the Handcrafted Soap and Cosmetic Directory. In cases where there are several HSCG members from one business, only one member will be able to submit the business for inclusion in the Directory.

The list is searchable by state or province (for US and Canada), by country (outside the US and Canada), and by company name. Addition search methods may be added.

## SEARCH RESULT DISPLAY

When a list meeting the consumer's 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, except when the "Search by Company Name" is requested which displays the names in alphabetical order.

If the member has submitted images to the Soap and/or Cosmetic Galleries, one image is randomly selected from image(s) 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 the search results are displayed in list format, the information provided for each member includes only the business name, city and state, website, a short description and a More Info link. Clicking on the "More Info" link takes the visitor to the full listing for the member.

## FULL LISTING

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), Member Milestones achieved (if any), and the member's logo if he/she is a Benefactor member.

## SOAP AND COSMETIC GALLERIES

The Soap and Cosmetic Galleries provide a showcase for the beauty and diversity of the soap and cosmetic creations of the HSCG membership and give consumers the opportunity to contact the member to purchase products.

In order to give equal exposure to all images in the galleries, each time a visitor comes to either the Soap or Cosmetic Gallery the images are displayed in random order.

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 in the Member Area.

Where an image in the 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:

- a) Name of the product
- b) Identity of the product (what it is)
- c) Net Contents

If any of these required items are discernibly missing from the product packaging, the image may be rejected. In such a case, the member will be informed of the reason.

Members may change the image in either the Soap or Cosmetic Gallery at any time by submitting a new image. Members also have the option of deleting the image being displayed.

## STORE LOCATOR

The Store Locator utilizes a google Map to display all locations where handcrafted soap and cosmetics may be purchased within a specific radiums of an address or zip code entered by the website visitor.

Professional members of the HSCG may choose to list brick-and-mortar locations at which their products can be found. The listings are set up so the member can specify if the products are available at that location or venue all the time (as in a retail store) or if it is only for a specified period (such as a farmer's market that is only open during certain months). The location address, phone and hours are specified in the listing; the Store Locator listing is linked to the Member's full listing in the Soap and Cosmetic Directory.

In order to qualify to submit locations to the Store Locator, the member must have a listing in the Soap and Cosmetic Directory 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 the public section of the HSCG Website and also in the Member Area.

Vendors are listed in alphabetical order. 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 which takes the visitor to a full listing which contains more detailed contact information, a longer description (as provided by the Vendor), and the vendor's banner (if provided).

The Vendor member can submit and manage his/her listing in the Member Area of the HSCG website. It is the vendor's responsibility to keep the listing up-to-date, particularly any coupons or special offers for HSCG members.

## MEMBER DISCOUNTS

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

## VENDOR BANNERS (LOGOS)

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 the page in order by Tier, and then in random order within each Tier. Images are randomized each time the page is viewed.

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, a limited number of 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.

Specifications for Vendor Banners are located in the Member Area. Banners must be submitted to the HSCG office to be uploaded to the website.

## TEACHER LISTINGS

Approved HSCG Teachers may submit information to be included in the Online Teacher Listing. On the “Find a Teacher” page in the Handcrafter section of 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 More Info link.

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 (as submitted by the teacher).

Where the qualified HSCG Teacher is a company representative of a Vendor member, the Teacher listing is in the name of the Vendor Member.

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.

## CLASS LISTINGS

Class Listings on the “Find Classes” page include classes on how to make soaps and cosmetics, as well as classes relating to the business of soap and cosmetic making. The website visitor can select to view classes offered online, or geographically by state (within the United States) or 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.

In addition to being displayed on the website, a monthly eNews of upcoming classes is sent to subscribers. (See HSCG Policy *eNews: Upcoming Classes* for details).

Classes may be submitted by HSCG Teachers or by HSCG Vendor Members who have an HSCG Certified soapmaker in their employ (including an owner who is self-employed).

## PROFESSIONAL HANDCRAFTER TEACHERS

Professional Handcrafter Members who have been approved as HSCG Teachers may submit upcoming classes to be included in the Class Listings. Classes submitted by HSCG Teachers are also included in the Teacher Listing (see above). 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.

## VENDOR MEMBER CLASSES

Vendor Members may submit classes that are being held at their facility. In order to qualify, the Vendor Member must have at least one Certified Soapmaker who is listed as a “Company Representative” for the membership. There are no restrictions on who may give the class.

## 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 Handcrafted Soap and Cosmetic Directory and is in the same format, but only displays those that are HSCG Certified Soapmakers.

HSCG Certified Soapmakers do not need to do anything extra or special to ensure they are included in the Certified Soapmaker Listing, but for privacy reasons only Certified Soapmakers that have a listing set up in the Handcrafted Soap and Cosmetic Directory are included.

## BENEFACTOR LISTING

Within the “About Us” section of the website there is also a page that lists HSCG Benefactor Members. This list is generated as a subset of the Handcrafted Soap and Cosmetic Directory and is in the same format, but only displays those that are HSCG Benefactor Members.

Benefactor members do not need to do anything extra or special to ensure they are included in the Benefactor Listing, but for privacy reasons only Benefactor Members that have a listing set up in the Handcrafted Soap and Cosmetic Directory are included.

## MEMBER MILESTONE ACHIEVEMENTS

Within the “About Us” section of the website there is also a page that lists members who have achieved Member Milestones (continuous membership for 5, 10, 15, 20 or 25 years). Members are listed in random order within the applicable Milestone level. The name, company name and city/state/zip are shown. No listing in the Directory is required; Inclusion in the list is automatic. A member may opt-out of inclusion in the Member Milestones listing by notifying the HSCG office by email or mail.

## 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 by the HSCG Board of Directors  
June 9, 2014

History:

- June 9, 2016 (v1) Original publication date.
- Mar 20, 2018 (v2) Revised to include additional online lists displayed on the HSCG website, to clarify only one listing per business in the Directory and to update the qualifications for including classes in the Upcoming Classes List.