

APPENDIX E-1

Core criteria for Health On the Net Foundation (HON) Code for Responsible Websites. HON grade point scale was based on the following guidelines:

Transparency and Honesty

(2 points) Transparency of provider of site – including **name** (1), physical address or **electronic address** (1) of the person or organization responsible for the site

(1 point) Transparency of **purpose and objective** (1) of the site

(1 point) **Target audience** (1) clearly defined (further detail on purpose, multiple audiences could be defined at different levels)

(1 point) Transparency of all **sources of funding** (1) for site (grants, sponsors, advertisers, nonprofit, voluntary assistance)

Authority

(3 points) Clear statement of **sources for all information** (0 = none, 1 = some, and 2 = all) provided and **date of publication** (1) of source

(2 points) Names and credentials of all human/institutional **authors of information** (0 = none, 1 = some, and 2 = all) put up on the site, including dates at which credentials were received

Privacy and data protection

(1 point) **Privacy** (1) and data protection policy and system for the processing of personal data, including processing invisible to users

Updating of information

(1 point) Clear and regular **updating of the site**, with date of update clearly displayed for each page and/or item as relevant (1 = listed). Regular checking of relevance of information

Accountability

(2 points) Accountability—**user feedback** (1), and appropriate oversight responsibility (such as a named **quality compliance officer** [1] for each site)

Responsible partnering—all efforts should be made to ensure that partnering or linking to other web sites is undertaken only with trustworthy individuals and organizations who themselves comply with relevant codes of good practice

Editorial policy—clear statement (1) describing what procedure was used for selection of content

Accessibility

(1 point) Accessibility—attention to guidelines on physical accessibility as well as general findability, searchability, **readability** (1 = clear organization of topics without embedded advertisements, etc.), and usability