

## SPAM and Commercial Use Policy for TheRallyPoint.org Rev.2

TheRallyPoint.org (“TRP”) is primarily a non-commercial website paid for by its staff. TRP welcomes participation by commercial entities which furthers its mission of promoting the Right to Keep and Bear Arms. However, TRP is not intended to provide a venue for free advertising, and as such, spamming the board with advertisements detracts from the mission and so is not permitted.

For the purposes of this policy, “spamming” is defined as posting messages to the TRP web forums, personal messages sent to TRP members, or TRP member email addresses harvested from publicly-available user data contained on TRP (hereinafter collectively referred to as “messages”), the primary purpose of which is advertising or promoting a commercial product or service.

A non-exhaustive list of examples of spamming includes:

- A message consisting mainly of a commercial advertisement.
- A message containing some content in furtherance of TRP’s mission, but which also includes significant commercial content.
- Repetitive posting of commercial messages.

Exceptions to the policy against spamming may be granted by TRP’s staff but will be limited to sponsors of official TRP events. Members seeking an exception to the policy must make a request to and get approval from a staff member before posting commercial messages. Such requests should be submitted via the TRP Personal Message system.

A non-exhaustive list of messages which would not be considered spam includes:

- A link in a member’s signature block to the posting member’s website, whether or not the member intends to make money from doing so.
- A link provided by one member in a post to a third party’s website, provided in reply to another member’s message as to where to buy a product.
- Links to vendor websites in messages the Retail Feedback forum.

Business owners who are members may post a single ad in one thread in the “Buy, Sell and Trade Firearms and Accessories” forum so long as they offer a minimum of a 10% discount to TRP members, and will be allowed to run for one month. Such ads must be for firearms related products. Ads for non-firearms related products or lacking the TRP member discount will be deleted without notice.

TRP members who violate this policy may have their posting privileges temporarily or permanently revoked, depending on the severity of the violation and at the discretion of TRP’s staff.

This policy may be revised from time to time as deemed appropriate by TRP staff.

*Policy last revised 4/30/06.*