

# Congratulations on becoming Certified Civil!



We are pleased that you have joined the movement to safeguard civility. We are a growing community, and are confident you will greatly benefit from becoming ***Certified Civil.***

We encourage you to retain this document as a reference for customer service, rules, and the logistics of maintaining your membership.

In civility, and with gratitude,

Russ Charvonja, President  
Worldwide Civility Council, Inc.

A handwritten signature in black ink, appearing to read "Russ Charvonja".

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# Overview of Expectations

## The Civility Standards

In earning your Civility Certification, you have agreed to abide by the following Standards of Civility. Please ensure that your entire team is also aware of these commitments.



### Advocate for Dignity

Provide and maintain an atmosphere of dignity and respect in dealings with others.



### Listen to Understand

Listen to understand and create an environment where constructive dialogues are possible.



### Speak Respectfully

Commit as an organization to speak to all people in a manner that reflects respect and civility.



### Publish Civil Content

Ensure that all posted/published content is in keeping with the defined civility standards.



### Promote Certified Civil

Display your Certified Civil logo and certification, and promote Certified Civil™ as a respected authority on civility.



### Maintain Certification

Renew your certification every other year. If a Civility Concern is lodged, you will receive notification and have an opportunity to correct it.

## Filing a Civility Concern

If someone with whom you are engaging feels as though you or your entity has treated them in a less-than-civil manner, they may file a Civility Concern. If a Civility Concern is filed against you, we will review the complaint to determine the nature and its merit. If the concern has merit, you will be contacted by a Certified Civil staff member to discuss the issue, with hope and desire of finding an equitable and civil solution. If a satisfactory agreement cannot be reached jointly, your Certification may be revoked.

<https://certifiedcivil.org/contact-us/submit-a-concern/>

Please read the [Accreditation Agreement](#) regarding violations of the commitment before filing a concern against a certified member.

## Referrals

To grow the Certified Civil™ network, we look to our current licensees to recommend like-minded organizations who may benefit from this recognition. As an incentive, for any new approved Certified Civil™ licensee you refer, both you and the new licensee will each receive a 2-month extension to your respective subscriptions.

Referrals will be tracked by the application form, which asks for the applicants if they were referred by a current member, and if so, who.

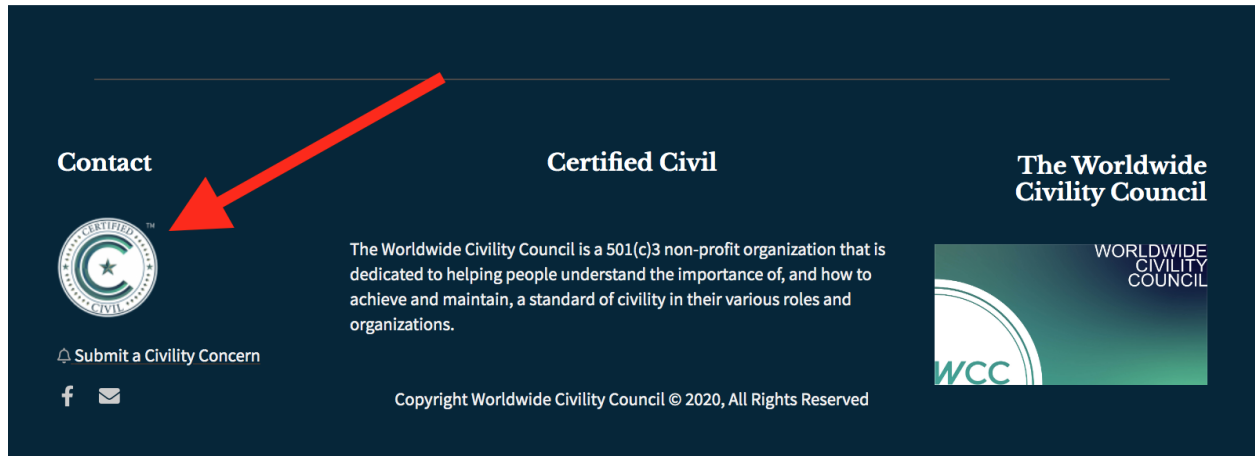
## Promotion and Assets

### Digital Badge

*(Note: while many people can figure out where to install this code on their own, this may be something you want to ask your developer or website specialist to help you with.)*

The digital badge is the primary way to advertise your certification.

It is designed to appear in the footer of your site along with other security and association badges (such as the Better Business Bureau) that add trust and community to your site, similar to how it displays below:



In order to get this badge, simply copy and paste the following code into the correct footer area of your website:

```
<html>
  <head>
    <link rel="stylesheet" type="text/css"
href="https://certifiedcivil.org/ccbadge.css" />
  </head>
  <body>
<div class="hvrbox">
  
    <div class="hvrbox-layer_top">
      <div class="hvrbox-text">Learn About <a
style="color:white; text-decoration: underline"
href="https://certifiedcivil.org">Certified
CivilTM</a>.</div>
    </div>
  </div>
</body>
</html>
```

When installed correctly, the code renders the badge displaying the Certified Civil logo. When a user's mouse hovers over it, the badge will display a learn more link, which will take interested people to the Certified Civil website for more information on the certification you've earned.



If you want to display the badge anywhere other than the footer, it's recommended that you accompany it with the following text: "Our Organization has been Certified in Civility by the Worldwide Civility Council."

### **Physical Display of Badge/ Seal**

Certified Civil will provide a window cling for the display at your office or place of business. They will be sent along with your physical certificate.



**We are proud to be  
Certified Civil!**

**We are committed to treating  
you with dignity, respect, and  
civility in all our dealings.**

**To learn more, go to:  
CertifiedCivil.org**



#### **Display Rules: Removing the Seal After Lapse;**

- If your certification has been revoked or lapsed, you are required to remove the logo from your site immediately, or incur the delinquent use fine as outlined in the accreditation agreement.

#### **Directory Listing**

Now that you have been certified, you're encouraged to fill out the directory listing for your business. This will be included on our website so people can find your business and know that they can trust your interactions with them.

To fill out your listing, please go to:

<https://certifiedcivil.org/my-account/submit-a-listing/>



## Press Release

This is a press release that you may tailor to your organization and disseminate to promote this important commitment.

For Immediate Release:

<enter recipient's name> awarded Certified Civil™ Designation

We are pleased to announce that our organization, <enter recipient's name>, has been awarded the esteemed Certified Civil™ designation. This designation is sponsored and approved by the Worldwide Civility Council's review board of notable civic and business leaders dedicated to civility and civil discourse in all sectors of society. By committing to and adhering to the Certified Civil™ guidelines and proudly displaying the Certified Civil™ logo, <enter recipient's name> joins a growing community that views civility as both a way to conduct business and foster and support positive change in the world.

<Add a few sentences about the organization, its purposes and its "unique selling proposition.">

Certified Civil™ is a new initiative with bold objectives. This well-earned designation, in this current social and political climate, demonstrates a commitment to support a more diverse, equitable, and inclusive world community. An organization earning the Certified Civil™ designation is on the forefront of what the Worldwide Civility Council and similar civility organizations and enterprises envision as a more civil and just world.

For more information about how your organization may become Certified Civil™, do not hesitate to reach out to us at <Organization's contact details>, or [www.CertifiedCivil.org](http://www.CertifiedCivil.org) or [Info@CertifiedCivil.org](mailto:Info@CertifiedCivil.org).





# Community

## News and Updates

We post regular updates and news from our community on the site. Your email will be automatically included in these updates unless you opt out.



Certified Civil™ recognizes and validates the commitment to civil behavior and communication by individuals, organizations and groups.

[ABOUT](#)[DIRECTORY](#)[GET CERTIFIED](#)[NEWS AND UPDATES](#)[Search](#)

## NEWS AND UPDATES



### Civility In A Time Of Crisis

Campaign Overview | Mailchimp While the extremes of "left" and "right" on the political spectrum may ...

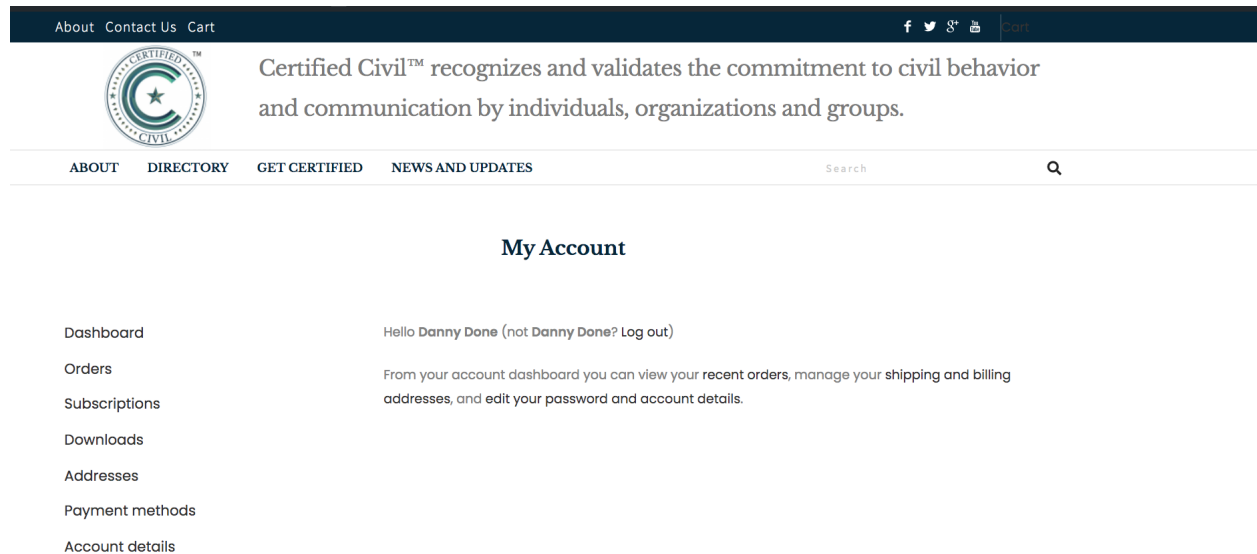
## Features Coming Soon

In the near future, we will also have forums and discussion boards for certified companies, so that they may engage with other members of the community to share and learn from others' experiences in the effort to build more civil companies.

## Account and Settings

<https://certifiedcivil.org/my-account/>

Visit your account page to view your subscription, billing cycle, account details, payment methods, and to manage your listings.



## Renewal

Per the terms of Certification, there is an automatic renewal process every two years. The renewal fee will be processed with the same payment method used in the initial application, unless you update your payment information. During the renewal review process, a Certified Civil staff member will validate your continued compliance with the Licensing Agreement.

You will receive a notification email once your renewal is effective, along with any updated usage materials.

## Non-Renewal

If your Certification renewal is rejected, you must immediately cease the use of the Certified Civil™ materials and marks per the terms of the Licensing Agreement outlined in the next section. If payment has already been received, you will be refunded all but a \$50 processing fee.

## Accreditation Agreement

By applying for the CERTIFIED CIVIL™ Accreditation (offered by Worldwide Civility Council, Inc.), you agree to abide by the terms and conditions set forth below. You understand that this agreement is not effective until it has been accepted and approved by Worldwide Civility Council Inc.

You agree to notify CERTIFIED CIVIL™ if you merge, discontinue operations, are acquired, or consolidate with another business; and further, you acknowledge that any resulting new business entity or entities must re-qualify for CERTIFIED CIVIL™ Accreditation.

### 1. Compliance with CERTIFIED CIVIL™ CIVILITY GUIDELINES

You confirm you have read and understand the Civility Guidelines as presented in the Certification Mark License Agreement and self-certify you meet those listed standards as a minimum. You agree to comply with the Civility Guidelines, as may be amended from time to time by CERTIFIED CIVIL™.

### 2. Authorization to use CERTIFIED CIVIL™ Trademarks

- a. **General Authorization.** During the term of this agreement, CERTIFIED CIVIL™ grants you a nonexclusive, non-assignable, and nontransferable license to advertise your CERTIFIED CIVIL™ accreditation and use CERTIFIED CIVIL™ trademarks only as set out in this agreement. You agree that CERTIFIED CIVIL™ trademarks may not otherwise be used, copied, reproduced, or altered in any manner.
- b. **Use of Accreditation Plaques and Decals.** You may display approved CERTIFIED CIVIL™ accreditation plaque, certificate, decalcomania, or other accreditation materials provided by CERTIFIED CIVIL™ at your place of business and at tradeshow. You may also display the decalcomania on your business-owned vehicles.
- c. **Use of CERTIFIED CIVIL™ Seal.** You may, within the scope of permission granted below, advertise your CERTIFIED CIVIL™

accreditation by using the CERTIFIED CIVIL™ accreditation seal ("the seal"), as may from time to time be modified by CERTIFIED CIVIL™. CERTIFIED CIVIL™ will provide the seal to you in various sizes. You must receive prior written permission to use another size, and approval shall not be granted unless the new size meets minimum height requirement for "CERTIFIED CIVIL™" of 1-inch tall. Nothing in this agreement or in your use of the seal or CERTIFIED CIVIL™ name will give you any rights whatsoever in the CERTIFIED CIVIL™ name or seal, or in similar names or seals, beyond the single right granted in this agreement.

- d. **Advertising CERTIFIED CIVIL™ Accreditation.** You may, within the scope of permission granted below, advertise your CERTIFIED CIVIL™ accreditation. You are encouraged to include the seal in conjunction with advertising your CERTIFIED CIVIL™ rating. However, upon learning of non-renewal or revocation of your CERTIFIED CIVIL™, you shall immediately correct any advertising that includes CERTIFIED CIVIL™, or the seal.
  - i. Scope of Permission.
  - ii. **Offline Advertising Media.** You may state "CERTIFIED CIVIL™" or you may display the seal in the following media: newspapers, periodicals, billboards, posters, direct mail, flyers, telephone, television or radio spots, business cards, stationery, invoices, facsimile cover sheets, other business documents, and patches. You may affix CERTIFIED CIVIL™ patches only on company-owned clothing.
  - iii. **Online Advertising Media.** You may state "CERTIFIED CIVIL™" and/or you may display the seal in online and social media such as online business directories and the like, provided that such media allow immediate revision to your advertising should your CERTIFIED CIVIL™ be revoked or is not renewed.
  - iv. You may advertise your CERTIFIED CIVIL™ designation wherever you are permitted to display the seal in offline advertising media, except that you may not advertise your

CERTIFIED CIVIL™ rating in printed Yellow Pages or any other directory that cannot be immediately revised should your CERTIFIED CIVIL™ be revoked or is not renewed.

- v. You may advertise your accreditation wherever you do business.
  - 1. Authorized Accreditation Seal



- vi. **Online Advertising.** You may also display the seal to identify your CERTIFIED CIVIL™ accreditation on your website and other websites where you may advertise, so long as (1) you include the words "Click for Review" adjacent to or immediately below the seal as shown, and (2) the seal hyperlinks to your CERTIFIED CIVIL™ Business Profile. Further, such advertising of your CERTIFIED CIVIL™ rating on your website and on any other websites where you advertise shall be immediately revised if your CERTIFIED CIVIL™ be revoked.
- vii. **Email Signatures.** You may also display the seal, with a hyperlink to your CERTIFIED CIVIL™ Business Profile, as part of your signature block in business emails.

### 3. Termination/Suspension

- A. **Action by CERTIFIED CIVIL™.** CERTIFIED CIVIL™ may suspend and/or terminate this agreement at any time if, in its sole decision, you violate the terms of this agreement or if the trademarks licensed herein are

invalidated or cancelled. If this agreement is suspended or terminated, you agree to immediately cease using the seal and/or CERTIFIED CIVIL™ trademarks. If revoked, you may request review of the revocation under applicable procedures set forth in our License Agreement. Unless the suspension and/or revocation is set aside following a review, this action will become final and this agreement will be terminated.

- B. **Action by You.** After completion of your initial 24-month commitment, you may terminate this agreement on thirty (30) days written notice to CERTIFIED CIVIL™.
- C. Following termination by either party, you agree to immediately:
  - a. Stop using CERTIFIED CIVIL™ trademarks in any and all media;
  - b. Destroy any materials bearing CERTIFIED CIVIL™ trademarks, including patches;
  - c. Remove CERTIFIED CIVIL™ plaque and decals from display;
  - d. Return CERTIFIED CIVIL™ plaque and decals to CERTIFIED CIVIL™; and
  - e. Remove all online identification or affiliation with CERTIFIED CIVIL™.

#### 4. Fees.

You agree to pay fees as set by Worldwide Civility Council's Board. A copy of the current fee schedule is available on our website ([www.CertifiedCivil.org/fees](http://www.CertifiedCivil.org/fees)). The advertising rights granted in Paragraph 2 apply only upon payment and receipt of the fee specified in the fee schedule. All fees shall be deemed fully earned once paid and shall be non-refundable.

#### 5. Term.

The term of this agreement begins when accepted by CERTIFIED CIVIL™ and continues unless terminated by either party or by your failure to pay renewal fees. All terms of this agreement are in effect so long as you are CERTIFIED CIVIL™ Accredited.

#### 6. Indemnification.



You agree to indemnify and hold Worldwide Civility Council, Inc. (as trademark owner on behalf of the CERTIFIED CIVIL™ accreditation) including their employees/officers/ directors harmless against any loss, damage or expense (whether direct, indirect or consequential), including reasonable attorney's fees, arising out of any misuse of CERTIFIED CIVIL™ trademarks or of any violation of the terms and conditions of this agreement. You also agree to indemnify and hold Worldwide Civility Council, Inc. and CERTIFIED CIVIL™ harmless against any loss, damage or expense, including reasonable attorney's fees, with respect to all third party claims of any kind, including product liability, arising in connection with your CERTIFIED CIVIL™ accreditation or participation in related CERTIFIED CIVIL™ program(s).

#### 7. Limitation of Liability.

You agree you will not sue Worldwide Civility Council, Inc. and/or CERTIFIED CIVIL™, including their employees/officers/directors, for monetary damages on any matter concerning this agreement. CERTIFIED CIVIL™ makes no representations, warranties or covenants of any kind, either expressed or implied, regarding title to or ownership of any rights in any marks, validity of any marks, the right to license any marks or non-infringement of the rights of others in any marks.

#### 8. Relationship of Parties.

- A. You are not and will not represent yourself as an agent, representative, partner, subsidiary, joint venture or employee of CERTIFIED CIVIL™, nor can you represent that you have any authority to bind or obligate CERTIFIED CIVIL™ in any manner or in any thing. You shall not challenge the rights of Worldwide Civility Council, Inc. and/or CERTIFIED CIVIL™ in and to its trademarks or take any action inconsistent with such rights.
- B. Nothing in this agreement or in your use of CERTIFIED CIVIL™ seal or trademarks shall confer any endorsement or approval of your products or services. Your use of these marks is solely intended to convey CERTIFIED CIVIL™ accreditation and a commitment to abide by the Civility Guidelines, and you agree to only use CERTIFIED CIVIL™ marks in such a

manner. **Be sure to advertise your CERTIFIED CIVIL™ Accreditation, [click here](#) to learn more.**

# License Agreement

Please keep the following agreement for your records.

This License Agreement (“Agreement”) is between the Worldwide Civility Council (“we,” “us” or “our”), a California non-profit organization, and the applicant (“you” and “your”) submitting the request to use the following Certification Mark:

Subject to the terms and conditions herein, we license the Certification Mark to for-profit businesses, non-profit organizations, publications, websites, and others who foster civility and civil dialogue.

## **Certification**

You pledge to operate per the civility guidelines set forth below:

Provide and maintain an atmosphere of dignity and respect in dealings with others;

Listen to understand in order to create an environment where constructive dialogue and civil interaction can lead to greater understanding to achieve more positive interaction and results.

Commit to speaking in a manner that reflects respectfulness and civility.

Ensure all written communications display respect in words and tone;

Display civil behavior, dignity and respect, and a willingness to engage others for the benefit of all.

As applicable, you agree to include these civility guidelines in your terms of use, end user license agreement, or other contractual agreements with your customers/clients.

You ensure that all provision of goods, services and published content is in keeping with the applicable civility guidelines by: monitoring behavior and content for any incivility; addressing all uncivil behavior and content by earnestly attempting to encourage those exhibiting such to reform their words and actions, and model and educate about the benefits of civil behavior; and As necessary, commit to prohibiting the provision of goods or services by or to those exhibiting uncivil behavior and deleting their publications.

## **Application**

Apply online for a license to use the Certification Mark at

[www.CertifiedCivil.org/apply](http://www.CertifiedCivil.org/apply) for your desired goods, services or publications.

Upon our review and approval of your application at our sole discretion, we may approve You for a license to use the Certification Mark to identify your goods and services that we have certified as meeting certain civility standards as specified.

## **Payment, Term and Termination**

Upon execution of this Agreement, please submit a non-refundable fee per the then-current schedule at Certified Civil Designation Fee Schedule at

[www.CertifiedCivil.org/fees](http://www.CertifiedCivil.org/fees).

The License, as set forth below, shall be effective for two (2) years from the date of execution of this Agreement.

To renew the License and be re-certified per Sections 1 and 2, pay the fee per the then-current schedule on the Certified Civil Designation Fee Schedule at

[www.CertifiedCivil.org/renew](http://www.CertifiedCivil.org/renew) at least 30 days prior to the expiration of this

## **Agreement.**

This Agreement may be terminated immediately, in our sole discretion, for any of the following reasons:

We determine that you have failed one or more times to abide by the applicable civility guidelines; or

if you breach this Agreement and do not resolve such breach within 30 days of written notice to you of the breach.

Upon termination, the digital image of the Certification Mark will expire and disappear from your website and You are prohibited from any and all other uses of the Certification Mark.

## **License**

Subject to your Application, Certification, and Payment, we grant to you a limited, worldwide, non-exclusive, non-transferable Certification Mark that you may NOT sub-license, assign, accept royalties for or allow to be reproduced by any other entity. It may be used solely by You:

- on the homepage of your website;

- on other pages of your website that are directly related to the goods and services that are certified;

- on the start-up screen of your mobile app;

- on physical signage, product packaging, and promotional materials you use to offer and sell the goods and services that are certified;

- on print publications that are certified;

- visually in television advertisements for goods and services that are certified; and

- in sound in advertisements for goods and services that are certified with the phrase “Our [insert product name here] has earned the Certified Civil designation.”

We shall have absolute determination and control, in our sole discretion, over the design, redesign, modification, change, enhancement, improvement, authorized or unauthorized use, manner and degree of application, manner and extent of registration, maintenance, protection, enforcement, ownership,

licensing, use and termination of the Certification Mark, the Usage Guide, and its process for certifying goods, services, and publications  
No other right, title, or license is granted hereunder.

## **Ownership**

We retain all right, license and title to the mark CERTIFIED CIVIL™ and the symbol depicted above, collectively referred to herein as the “Certification Mark.”

You acknowledge that the Certification Mark is our exclusive and sole property and You agree that You will not contest the ownership or validity of the Certification Mark. You agree that any and all rights that might be acquired by Your use of the Certification Mark will inure to our sole benefit.

You agree not to use or register in any country any certification mark, trademark, trade name, domain name, or other designation resembling or confusingly similar to the Certification Mark or the phrase CERTIFIED CIVIL. Whenever we call to your attention any such confusion or risk of confusion, you will take appropriate steps immediately to remedy or avoid such confusion.

This Section shall survive the termination of this Agreement.

## **Certification Mark Quality Control**

You will comply with the rules for the appearance and manner of use of the Certification Mark set forth in our Style Guide found at [www.CertifiedCivil.org/guide](http://www.CertifiedCivil.org/guide) which may change from time to time. You will comply with any change to the Style Guide within three (3) months from the date of receipt of written notice of such changes, which may be posted on our website.

You will send us, at your cost, representative specimens showing your use of the Certification Mark from time to time upon our request. You may not adopt any form of use of the Certification Mark not specifically provided for by such rules in the Style Guide.

You will take reasonable steps to avoid endangering the validity of the Certification Mark and will execute reasonable documents we require to protect or enhance our title and rights in the Certification Mark.

You will promptly notify us by written notice (an email to Concern@CertifiedCivil.org is sufficient) if you become aware of any infringement of the Certification Mark by a third party. You shall have neither the right nor the obligation to prosecute any infringement claims against third-party infringers.

Any action for infringement or other misuse of the Certification Mark against another party shall be brought only by us at our sole option, and in any such action all costs incurred and recoveries made shall be for only us. Any such action shall be conducted with counsel we select.

### **Limitation of Liability**

IN NO EVENT SHALL WE BE LIABLE TO YOU OR YOUR CUSTOMER FOR LOST PROFITS OR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT REGARDLESS OF THE LEGAL THEORY UPON WHICH SUCH CLAIM IS BASED AND EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY THEREOF.

This section shall survive the termination or expiration of this Agreement.

### **Indemnity**

You will defend, indemnify and hold us and our representatives, employees, officers, directors and agents harmless against all claims, suits, costs, damages, judgments, attorney's fees, settlements or expenses incurred caused by, arising from or relating to any breach of this Agreement by You.

This section shall survive the termination or expiration of this Agreement.

### **Additional Terms**

### **Changes in Writing**

No change, addition or amendment shall be made to this Agreement except by written document signed by the parties.

### **Jurisdiction and Attorney's Fees**

This Agreement shall be governed in all respects by the laws of the United States and the State of California, except for conflict of laws provisions. The parties agree that for any dispute, controversy or claim arising out of or in connection with this Agreement, venue and personal jurisdiction shall be in the federal, state or local court with competent jurisdiction located in Ventura County, California. The prevailing party will be entitled to an award of reasonable attorney's fees.

### **Assignment**

You may not assign this Agreement, in whole or in part.

### **Severability**

The provisions of this Agreement will be deemed severable and the invalidity or unenforceability of any provision will not affect the validity or enforceability of any other provisions hereof.

### **Waiver**

No waiver by any party of any breach of any provision hereof will constitute a waiver of any other breach of that or any other provision hereof.

### **Entire Agreement**

This Agreement constitutes and expresses the entire agreement and understanding between the parties hereto with respect to the subject matter, all revisions discussions, promises, representation, and understanding relative thereto, if any, being herein merged.