

11—26.3(8A) Web-based sponsorships and promotional activities.

26.3(1) *Agreements.* The department may enter into agreements with public or private entities to provide for sponsorships or other promotional activities on eligible state Web sites in order to generate revenue or other advantages for the state. These agreements are limited in scope to solely those relationships by which an entity sponsors a Web site and are not intended to extend to public-private marketing partnerships which may be legally entered into outside the scope of this rule.

26.3(2) *Policies and procedures.* Prior to placing any sponsorships on state Web sites, the department and the information technology council shall consult with the IowaAccess advisory council to develop and publish written policies and procedures that will apply to all sponsorships and other promotional content appearing on state Web sites.

26.3(3) *Deposit and use of revenues.* All revenues received as a result of any Web-based sponsorship or promotional activity shall be deposited in the IowaAccess revolving fund to be administered by the department. All funds received from each individual department or entity sponsorship activity shall be earmarked for that particular department and then shall be dedicated for that particular department's technology needs consistent with 2003 Iowa Code Supplement section 8A.224.

26.3(4) *No endorsement by the state.* The appearance on a state Web site of any sponsorship or other promotion with respect to a product or service produced, provided or offered by a person or entity unaffiliated with the state shall not be construed as the state's endorsement, acceptance or approval of, or a representation or warranty with respect to (a) such product or service, or (b) the content, accuracy or method of sponsoring or promoting such product or service.