

**External Website Policy**

**Approved by the Senior Management Team: October 25, 2017**

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**Section 1.0 – Summary**

The Town of Greater Napanee’s website is the primary source of corporate information and services for citizens, staff, businesses, investors, visitors and other stakeholders. It is essential that the Town’s website provide its audience with information that is accurate, up-to-date, visually pleasing, easy to read and easily accessible. The Town’s website may also contain information including, but not limited to, information from other orders of government, community groups which receive support from the Town, the Town of Greater Napanee-based professional organizations and service clubs. All content (text and visual) on the website should contribute to a professional and unified corporate brand.

**Section 2.0 - Disclaimer/Terms of Use**

This policy applies to the Town of Greater Napanee’s corporate website, [www.greaternapanee.com](http://www.greaternapanee.com). Persons utilizing the Town’s official website accept and acknowledge this policy and agree to abide by the terms of use contained therein.

**Section 3.0 – Accessibility**

The Town of Greater Napanee values the contributions and participation of all individuals in the life of the Town. To facilitate this involvement, the Town of Greater Napanee is committed to providing goods, information, services and programs that are accessible to all. The Town’s website has been designed to be W3C compliant and to meet the Province of Ontario’s Accessible Information and Communications Standard (Accessibility for Ontarians with Disabilities Act, 2005).

**Section 4.0 - Accuracy of Information**

The Town of Greater Napanee makes every effort to ensure the accuracy and timeliness of the information provided, however information should be verified independently before being used or relied on by contacting the appropriate department. Material is provided as general information only and is not intended to provide specific legal advice for any individual and should not be relied upon in that regard.

**Section 5.0 - Content Ownership**

Persons using the Town’s website acknowledge that content including, but not limited to, text, software, photographs, video, graphics or other material contained in the website may be protected by copyrights, trademarks, service marks, patents or other proprietary rights and laws.

5.1 Content, including code and software, available through the Town's website may not be modified, copied, reproduced, published, uploaded, posted, transmitted or distributed in any way inconsistent with the intent of the material.

### **Section 6.0 - Use and Disclosure of Personal Information**

The information accessible on the Town of Greater Napanee's website does not require users to identify themselves. The website does not automatically gather any specific personal information from the user, such as name, phone number or email address. This type of information is obtained only if the user supplies it.

6.1 The Town of Greater Napanee does not use or retain personal information that is provided by the user for any secondary purposes unless the user is clearly notified and has granted permission first.

6.2 The Town does have exceptions to this policy and may disclose personal information only in accordance with the Municipal Freedom of Information and Privacy Act.

### **Section 7.0 - Content Management**

Content on the Town's website must meet one or more of the following criteria:

- Must provide public information about events, activities and services provided by or in association with the Town, a Board, and/or Committee of the Town, or supported by upper tier governments that directly affect residents, visitors, and persons conducting business in the Town of Greater Napanee.
- Is deemed by Council to be of interest to the Town of Greater Napanee, its residents, and/or visitors.

### **Section 8.0 - External Links from The Town's Website**

The Town welcomes links to its website; however, establishment of a link does not imply any sponsorship of that site by the Town of Greater Napanee. The Town is not responsible for any material stored on other websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other websites, and that the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user.

8.1 The Town of Greater Napanee will consider posting external links on its website if the link is directed to the website from:

- An official government website (municipal, provincial, federal) or a government-funded agency or board.
- Service clubs operating in the Town of Greater Napanee who perform service work that benefits Greater Napanee residents.

- A charitable organization and operating within the Town of Greater Napanee.
- A business improvement area.
- A major community tourist attraction as determined solely by the Town of Greater Napanee.
- A professional association as determined solely by the Town of Greater Napanee.

### **Section 9.0 - Policy Enforcement**

All sites will be reviewed to ensure they are in keeping with the above criteria. Enforcement of this linking policy and the decision on whether to add, remove or deny an external link on the Town's website will be made by the Administrators of the Town of Greater Napanee's website, in consultation with the Chief Administrative Officer if required.

### **Section 10.0 - Community Calendar Postings**

Town of Greater Napanee staff will post information regarding activities, programs, meetings, events and festivals organized by the Town on its website calendar. The Town reserves the right to post any additional events to its website calendar it deems to be in the community interest.

### **Section 11.0 - Criteria for Publishing Events Submitted by the Public**

Members of the public may submit event information to the Town's website calendar if that event is open to the public, occurs within the geographic boundaries of the Town of Greater Napanee and meets one of the following criteria:

- Organized or funded by another level of government or by a government-funded agency or board.
- Organized by a Town of Greater Napanee committee.
- Funded in full, or in part, by the Town of Greater Napanee.
- Sponsored by the Town of Greater Napanee.
- Organized by a charitable organization and operating within the Town of Greater Napanee.
- Organized by a service club operating within the Town of Greater Napanee performing work that benefits Greater Napanee residents.
- Organized by the Napanee Business Improvement Area (BIA) .
- Located in a facility owned by the Town of Greater Napanee.

The Town will make exceptions for some events that are held outside of the Greater Napanee boundary if it is felt that the event will benefit the Greater Napanee community or the event is hosted by a group of residents whom live within the Town of Greater Napanee.

Public events will not be published on the Town's website calendar if they:

- Are commercial in nature and, in the Town's opinion, are attempting to advertise, promote or sell products or services of an individual or an individual business.
- Promote, exhibit, illustrate or manifest hate or obscene/pornographic/sexual content of any kind.
- Do not comply with municipal, provincial or federal legislation.
- Try to recruit individuals to join in a specific religion.

### **11.1 Submitting an Event**

Requests from the public to add an event to the Town's website calendar must be submitted directly through the calendar itself. To be considered for publication, submission must be accompanied by the name and contact information of an individual from the event organizing committee, location and time of the event, a brief description of the event and logo (if available) or photo that represents the event. Anonymous postings of events will not be published.

### **11.2 Policy Enforcement**

All events submitted by a member of the public for publication on the Town's events calendar will be reviewed by Town staff to ensure that the event is in keeping with the above criteria. Decisions on whether to add, remove or deny the posting of an event to the Town's events calendar will be made by the Town's website Administrators, in consultation with the Chief Administration Officer.

### **11.3 Disclaimer**

The Town of Greater Napanee does not endorse or make any representation or warranty, expressed or implied, concerning the accuracy, quality or reliability of information posted on its events calendar that has been submitted by a member of the public.

### **Section 12.0 – Advertising**

Commercial advertisements will be permitted on the Town's website at the discretion of the Chief Administrative Officer.

### **Section 13.0 – Photos**

The Town of Greater Napanee reserves the right to use photos from any public events, festivals, meetings or any other public function within the Town of Greater Napanee on the Town's website that does not reveal the identity of the person(s) in the photo (i.e. crowds where faces are hard to make out, photos with people's backs to the camera, etc). In a case where the person(s) are identifiable in the photo, the Town of Greater Napanee photo release form must be obtained and signed for all images that will be posted on the Town's website or social media.

### **Section 14.0 - Business Directory Objectives**

The objective of the Town of Greater Napanee's online business directory is to promote

local businesses within the Town of Greater Napanee at no charge to the businesses. The business directory is intended to emphasize the economic diversity of the Town of Greater Napanee. Final authority of all matters relating to the directory rests with the General Manager of Community and Corporate Services or delegate.

#### **14.1 Criteria for Listing a Business**

To qualify for listing on the directory, a business must be located within the geographic boundaries of the Town of Greater Napanee.

#### **14.2 Meeting the Criteria**

Businesses that meet the listing criteria are eligible to display their information on one page of the directory.

#### **14.3 Directory Content Management**

It is the responsibility of the business owner or manager to register their business' information in the Town's business directory. It is also the responsibility of the business owner or manager to notify the Town if they no longer want to be listed or if there is a change to their business' name, address, or other contact information. The business directory will be looked at twice a year (March and September) to ensure that the directory is up-to-date.

#### **14.4 External Links from Business Directory Listings**

External links located on business directory page must connect directly to the official business's website.