



Title: Website Link Policy
Policy #: 2016-002
Sponsored By: Administrative Services Department
Approved By: Town Manager
Date: **Issued:** 07/18/16 **Amended:** __/__/__

STATEMENT OF PURPOSE

The purpose of this policy is to describe the standards and guidelines by which the Town manages information on the Town’s public website www.townofwindsor.com and any other domains managed by the Town permanently or temporarily. The Town has established the website for the primary purpose of providing information to the public regarding services available to the public from Town government, other governmental agencies and private organizations in partnership with the Town.

SCOPE

The purpose of this policy is to identify the criteria and conditions by which the Town provides links to external websites. Consistent with the Town's overall Website Link Policy and Social Media Use Policy, the Town's primary purpose for linking to external websites is for the Town to provide information to the public regarding services available to the public from Town government, as well as information regarding services available to the public from other governmental agencies and nonprofit and private organizations in partnership with the Town.

OWNERSHIP

The Town’s website remains a non-public forum under the exclusive control of the Town for purposes of providing information to direct website users to resources outside the Town which provide services to the general public which are complementary to and in support of the services provided by the Town. The Town’s website, including external links, remains under the exclusive control of the Town for purposes of one-way communication to website users.

POLICY

This policy governs the creation of implied or explicit links to external websites from images, notices, and other communications on the Town of Windsor website. Such links include:

- Hyperlinks activated by clicking on an image or text, leading to a web page that does not reside on the Town of Windsor website (explicit);

- Mention of a URL address providing users with the address of a web page that does not reside on the Town of Windsor website (implied), or;
- Any other explicit or implied facilitation of movement from the Town of Windsor website to another web page that does not reside on the Town of Windsor website.

The Town may establish links on the Town website to external sites, provided that each external site meets at least one of the following criteria, and must comply with the Social Media Use Policy:

- Other government agencies, including federal, state, county, regional, public schools, and special districts.
- Organizations that receive sponsorship from with the Town of Windsor in the form of a financial grant, or a written contract by which the Town provides services in collaboration with the organization to achieve a mutual goal related to the Town's governmental purpose.
- Private utilities that have a franchise from the Town of Windsor by which the Town regulates or monitors customer service issues.
- Other utilities and services (non-franchise) which may provide services to Town residents (e.g. satellite TV service); such links are provided for the convenience of residents.
- Commercial real estate and commercial developers that assist the Town in promoting businesses throughout Windsor by providing listings of available commercial property in Windsor.
- Local and regional economic development organizations that assist the Town in promoting businesses throughout Windsor, such as the Windsor Chamber of Commerce.
- Sites providing directional and climatic information.
- Links provided for reader convenience within the body of documents posted on the Town website such as staff reports, agendas and minutes, so long as the links are related to the subject of the document which includes such links.
- Any exceptions to these criteria must be approved by the Administrative Services Director or the Town Manager. All requests for links to sites not explicitly meeting the criteria in this policy will be evaluated on a case-by-case basis.

The linked sites are not under the control of the Town of Windsor, and the Town of Windsor is not responsible for the accuracy of any information or contents including any linked site or any link contained in a linked site, or any changes or updates to such sites. The Town of Windsor provides links only as a convenience, and the inclusion of any link does not imply endorsement by the Town of Windsor or any association with their operators. In no event will the Town of Windsor be liable for any damages, whether direct or indirect arising from the use of information provided by a linked site.

The Town reserves the right to determine how and where links to external sites will appear on the Town website. All links to external sites will open in a new browser

window. Links may be removed at the discretion of the Town Manager or his or her designee at any time and without notice.

Other than links to other governmental agencies, all requests for new links shall be routed to the Town Manager.

A site that links to the Town of Windsor website:

- Should not misrepresent its relationship with Town of Windsor. This includes:
 - Any use of a browser or border environment around Town of Windsor content.
 - Any use of the Town of Windsor logo without express written permission from the Town of Windsor.
- Should not imply that Town of Windsor is endorsing it or its products.
- Should not present false information about Town of Windsor services.

The Town of Windsor is not obligated to link to an external site that provides a link to the Town of Windsor website.