



Website and External Link Policy

Date: June 30, 2014

A. Purposes

In the development and maintenance of its official website, the City of Irwindale (“City”) does not intend in any manner to create an open public forum or other means by which public dialogue, exchange of opinions, or discussion on issues of any nature may occur. The purposes of the City website are as follows:

- i. To provide information about the City, including various services, non-profit organizations, businesses and resources available within and around the City, or as may be available from other governmental agencies.
- ii. To provide information and resources that contributes to the health, safety and welfare of the citizens of, and visitors to, the City.
- iii. To contribute to the improvement of City services, foster economic development, and enhance the sense of community within the City.
- iv. To provide information about the City and its local services in a manner that is as manageable, efficient, and organized as possible. Information or External Links may be excluded from the City website where such additional information or External Links would create visual clutter and disorganization.
- v. To avoid any perception that the City endorses or provides favorable treatment to any private person or business enterprise, no corporate or commercial logos or direct links to vendor sites are allowed except as permitted herein.

B. Definitions

The following definitions shall apply to this Policy:

- i. “City website” means the official City website available at <http://www.ci.irwindale.ca.us>, and any additional domain name(s) that the City acquires for official City use.
- ii. “External Website” means a website maintained by a third party, and not by the City.
- iii. “External Link” is a hyperlink from the City website to an External Website.
- iv. “Security Measures” means practices for protection of physical configuration and environment, software, information-handling processes, and User practices.
- v. “User” or “Users” means an individual or individuals who access the City webpage through the Internet.

C. Procedure for External Links

The City allows links to External Websites on the City website solely in conformance with this City Website and External Link Policy (“Policy”). The City is not responsible for, does not endorse, and cannot assure the accuracy of information on these External Links. The City Manager or his or her designee is the person responsible for the management, oversight and security measures of the City website. Organizations

wishing to establish External Links on the City website must submit an External Link application to the City Manager or his or her designee.

The City Manager or his or her designee shall develop the form of the External Link application, which application shall require, at a minimum, (i) all information necessary to verify the nature and content of the proposed External Link, and (ii) all information as necessary to determine whether the proposed External Link will be in compliance with this Policy and qualifies as an acceptable link as defined in this Policy. The City Manager or his or her designee may request, within reason, such further information as needed to verify the facts stated in the External Link application or compliance with this policy.

Once submitted, the City Manager or his or her designee will review the External Link application. The application shall be granted only if the City Manager or his or her designee can find, based on the available evidence, all of the following:

- i. That the proposed External Link will meet the criteria and standards in this Policy;
- ii. That the External Link serves the purposes of the City website as described in Paragraph A hereinabove;
- iii. That the External Link will not, as proposed, detract from the usability of the City website and/or result in a cluttered appearance or distraction from primary City information; and
- iv. A proposal for an External Link shall not be denied based on the viewpoint espoused by the entity or its External Website.

The City Manager or his or her designee shall have the authority and responsibility for the implementation of this Policy. The City Manager or his or her designee may also make interpretations on issues that are not clearly articulated or not included in this Policy, so long as the discretion is exercised in a manner consistent with the stated purposes of the City website.

1. Acceptable Links

The City shall only permit External Links upon the City website that serve External Websites directly associated with, or managed and operated by, at least one of the following categories of entities:

- i. Irwindale chamber of commerce and/or Visitors Bureau;
- ii. Governmental agencies;
- iii. Hospitals;
- iv. Bonafide news organizations serving Irwindale;
- v. Public and private, bona fide educational institutions as defined in *Education Code §210.3*, or as described in *Education Code §66010 (a) and (b)* located in Los Angeles County;
- vi. Organizations that partner with the City to meet the City's strategic or operational goals;

- vii. City-generated pages on social media websites, such as YouTube and Facebook;
- viii. Museums, libraries, historical organizations and similar kinds of established, bona fide organizations that provide cultural resources to residents and visitors of the City;
- ix. Entities and organizations whose primary purpose is to provide the location, telephone number and/or description of tourism events in the City;
- x. Public Utilities (e.g. SCE);
- xi. Entities that the City has an existing formal, contractual relationship with through direct funding, or co-partnership on programs;

The City reserves the right to 1) deny an External Link application as to any person, business or organization when it is determined, following review of a complete application, that the entity or organization for which application is made does not meet the criteria set forth in this Policy; or 2) deny an External Link application as to any person, business or organization which fails to provide all required information, or fails to provide truthful information.

2. Prohibited Links

External Links are strictly prohibited from the City website if such External Links serve External Websites that include, without limitation, any of the following purposes:

- i. Promoting or exhibiting of hate, bias, discrimination, obscenity, sexual content, pornography, nudity, alcohol, firearms, tobacco, religion, or libelous or otherwise defamatory content;
- ii. Associated with, sponsored by, or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or any ballot proposal;
- iii. Associated with political organizations or other organizations advocating a position on a local, state or federal issue;
- iv. Furthering the agenda of a political organization or candidate running for office;
- v. Furthering the non-charitable agenda of a labor union;
- vi. Violating any of the City's equal opportunity or norms and values policies;
- vii. Individual or personal websites.

3. Non-Commercial Use

To avoid any perception that the City endorses or provides favorable treatment to any private person or business enterprise, no corporate or commercial logos or direct links to vendor sites are allowed. Exceptions may be made for organizations providing financial sponsorship of City-sponsored events or programs; or for events and programs deemed beneficial to City residents as

determined by the City. Such exceptions will allow display of the organization's logo or link to their website only during the event or program and the period of promotion prior to the event or program.

4. Appeal Process

The denial of a request to place an External Link on the City website may be appealed, in writing, to the City Manager within 10 business days of the date the denial was mailed. The City Manager, whose decision will be final, will review the appeal and render a decision within 15 business days of receiving the appeal.

5. Removal of External Link From City Website; Amendment to Policy

The City Manager or his or her designee reserves the right to immediately and without notice to any person or organization: (i) remove any External Link if the nature of the organization or business to which the link relates no longer complies with this Policy; (ii) to discontinue an External Link at any time if its External Website provides or promotes false, slanderous, illegal, immoral, or incorrect information at any time or any material in violation of this policy; or (iii) to revise this Policy without prior notice when to do so is deemed to be in the best interests of the City and consistent with the purposes of the City website.

6. Location and Appearance of External Links

The City reserves the right to determine the look, how and where External Links will appear on its website; i.e. what page the link appears on and where the link is placed on the page.

7. External Links; Disclaimer of Endorsement

External Links made available through the City website will redirect Users away from the City website to an External Website. External Websites, and the materials that are found at those sites are not provided by, endorsed by or under the control of the City. Therefore, the City cannot and does not make any representation about these sites or the appropriateness of the materials available on those sites. The fact that a User may be able to access External Websites from the City website is not an endorsement, approval or recommendation by the City of any of these sites or any material found there. The City is providing these links only as a convenience to Users, and access to these additional sites is done at the User's own risk. If you have any concerns, you should not click on the External Link. The City does not authorize the use of copyrighted materials contained on External Websites. The City is not responsible for transmissions to or from External Websites.

8. Indemnification

To the extent permitted by applicable law, by using the City website, all Users and all entities maintaining an External Link on the City website, agree to defend, indemnify, and hold harmless the City, its agencies, officers,

employees, representatives, and agents from and against all claims and expenses, including attorney's fees, arising out of their use of, or accommodation upon, the City website or materials and information contained on the City website.

D. Non-Public Forum Status

The City website is a non-public forum. While the City encourages the public to use the City website to access information and resources, the City expressly reserves the right to impose certain restrictions on the use of the City website. The City website is reserved for the exclusive control of the City for the purposes of one-way communication to Users of the City website. The City website shall not be used to facilitate a general debate, public discourse or the free exchange of ideas.

E. Privacy

The City is sensitive to the privacy interests of the Users of the City website and believes that the protection of those interests is an important responsibility. The City's goal in collecting personal information online is to provide the User with the most personalized and effective service possible. By understanding the User's needs and preferences, the City may provide Users with improved service. The City strives to protect online personal information in the same manner that the City protects citizen and business information obtained through other means. The following information explains the City's policy regarding any personal information supplied when using the City website.

Website Privacy Policy: When Users visit the City website, the City uses automated tools to log information about each visit. The City processes this information in the aggregate to determine site performance issues, such as popular pages, most frequently downloaded forms, and other site performance characteristics. This information does not identify Users personally. The City does not track or record information about individuals and their visits.

F. Disclaimer

While every effort is made to keep information provided over the internet accurate and up-to-date, the City does not certify the authenticity or accuracy of such information. No warranties express or implied, are provided for the content, records and/or mapping data herein, or for their use or interpretation by the User.

The City, its elected officials, officers, employees, and agents assume no legal responsibilities for the information or accuracy contained in this data, including any action taken from reliance on any information contained herein and shall have no liability for any damages, losses, costs, or expenses, including, but not limited to attorney's fees, arising from the use or misuse of the information provided herein. The User's use thereof shall constitute an agreement by the User to release the City, its elected officials, officers, employees and agents from such liability.

By using the City website, the User is stating that the above disclaimer has been read and that he/she has full understanding and is in agreement with the contents.

G. City Intellectual Property

To the extent allowed by the Public Records Act and otherwise legally permissible, commercial use of web materials is prohibited without the written permission of the City. All service marks and trademarks mentioned herein are the property of their respective owners. The City retains copyright on the City Seal, all text, graphic images, and other content, unless otherwise noted. No person or entity may use the City Seal without approval of the City Manager. No person or entity shall engage in any of the following conduct without written permission from the City Manager or his designee: i) modify and or use the text, images or other City website content from a web server, ii) distribute the City's web content, or iii) "mirror" the City's information on a non-City server.

H. City Contact

This Policy will be posted on the City website for review by the public at any time. All questions or comments regarding any subjects or issues addressed in this Policy, should be directed to:

City of Irwindale
City Manager
5050 N. Irwindale Avenue
Irwindale, CA 91706
Email: postoffice@ci.irwindale.ca.us

I. Third Party Materials

Some materials and information used on the City website were generated by third parties who have consented to the City's use or placement of such materials on the site. These materials are owned by those parties. Use of these third party materials for any purpose is prohibited. Persons seeking to use or modify third party materials for any purpose should contact the owner of such materials directly. These materials include text, icons and graphic images used as standalone or in links to other organizations' sites, as well as various items of general content.

J. Links to the City Website

Advance permission to link to the City website is not necessary. However, the organization linking to the City website should understand that content and internal pages on the City website may change at any time without notice. Entities and individuals shall not link to the City website, nor capture pages within frames, and present such content as its own, or otherwise misrepresent the website's content or misinform Users about the origin or ownership of its content.

K. Accessibility

The City Website is intended to be accessible to people with disabilities. Requests for reasonable accommodations relating to equal access to communication, or other issues relating to City website accessibility should be directed to the same contact as named in Paragraph H “City Contract” above.

L. Notice to the City

Communications through the City website, by e-mail or otherwise, shall in no way be deemed to constitute legal notice to the City or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the City or any of its agencies, officers, employees, agents, or representatives. No communication through the City website shall be deemed to constitute legal or official notice for any purpose.

M. General Disclaimers

The City is neither responsible, nor liable, for any viruses or other contamination of a User’s system due to access of the City website, nor for any delays, inaccuracies, errors or omissions arising out of the User’s access to the City website or with respect to the material contained on the City website, including without limitation, any material posted on the City website. The City website and all materials contained on it are distributed and transmitted “AS IS” without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The City is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the City website and/or the materials contained on the City website, whether the materials contained on the City website are provided by the City or a third party. While the City attempts to maintain the City website’s information as accurate and timely, the City does not warrant or make representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks, and other items contained on its server or any other server. Materials on the City website have been compiled from a variety of sources, and are subject to change without notice from the City as a result of updates and corrections.



City of Irwindale
External Link Website Request Form

Name of Entity: _____

Contact Name: _____

Address: _____

Phone Number: _____ Fax Number: _____

Email: _____

Website: _____

Proposed External Link (if different from above): _____

Type of Entity: _____

(Example: non-profit, government, private, etc.)

Referring to the City's Website and External Link Policy ("Policy"), what criteria does your organization or entity meet to qualify for having a hyperlink from the City of Irwindale websites pursuant to Policy Paragraph C.1.? _____

Referring to the City's Policy, please describe in detail the nature and content of the proposed External Link: _____

Referring to the City's Policy, please describe any further information as to how the proposed External Link will be in compliance with the Policy: _____

I acknowledge the conditions of the City of Irwindale Website and External Link policy.

Name: _____ Title: _____

Signature: _____

Entity Name: _____

Date: _____

For City of Irwindale Staff Use

Approval: _____
Signature Date

Denial: _____
Signature Date