THE CORPORATION OF THE TOWN OF SOUTH BRUCE PENINSULA

BY-LAW NUMBER 39-2012

Being a By-Law to Amend By-Law Number 44-2009 Being a
By-Law to Adopt the Manual Governing the Policies and
Procedures for the Corporation of the Town of South Bruce
Peninsula (Online Website Policy and Disclaimer)

WHEREAS Section 8 of the Municipal Act, 2001, c.25, as amended, provides that a
municipality has the capacity, rights, powers and privileges of a natural person for the purpose of
exercising its authority under this or any other Act;

AND WHEREAS Section 11 of the Municipal Act, 2001, c.25, as amended authorizes
municipalities to pass by-laws regarding the accountability and transparency of the municipality
and its operations;

AND WHEREAS Section 270 (1) 5 of the Municipal Act, 2001, c.25, as amended authorizes the
municipality to adopt and maintain policies with respect to the manner in which the municipality
will try to ensure that it is accountable to the public for its actions, and the manner in which the
municipality will try to ensure that its actions are transparent to the public;

AND WHEREAS the Council of the Corporation of the Town of South Bruce Peninsula
adopted a Municipal Policy Manual and desires to amend said by-law by adding a policy
regarding online website policy and disclaimer.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF
SOUTH BRUCE PENINSULA ENACT AS FOLLOWS:

1. THAT a policy regarding Online Website Policy and Disclaimer be numbered
appropriately, attached hereto and added to the Municipal Policy Manual.

2. THAT all by-laws and policies inconsistent with this by-law are hereby repealed and
replaced with this by-law.

3. THAT this by-law shall come into full force and effect upon the final passing thereof.
READ a FIRST and SECOND time this 20st day of March, 2012.

[Signature]

[Signature]

READ a THIRD time and FINALLY PASSED this 20st day of March, 2012.

[Signature]
ONLINE WEBSITE POLICY AND DISCLAIMER

PURPOSE:

The purpose of this policy is to establish regulations for the development, operation and administration of Town of South Bruce Peninsula owned and operated websites.

The purposes of the Town of South Bruce Peninsula websites are as follows:

To provide a convenient and information-rich resource for residents, visitors, and business thereby encouraging greater public involvement and understanding of Town government.

To provide information about the Town and its local services in a manner that is manageable, efficient, and organized.

To contribute to the accessibility of Town services and enhance the sense of community within the Town.

DEFINITIONS:

1. “Town Website” means the official Town websites available at:
   - www.southbrucepeninsula.com
   - www.wiartonwillie.com
   - www.wiarton-willie.com
   - www.wiarton-willie.org

2. “External Website” means a website maintained by a third party, and not by the Town.

3. “External Link” is a hyperlink from the Town website to a website that is maintained by a third party.

4. “Hyperlink” is a link to another location or file, typically activated by clicking on a highlighted word or image on the screen.

5. “User” or “Users” means an individual or individuals who access the Town website through the Internet.
POLICY

The Town shall make every effort to operate and maintain the Town website as provided for in this policy:

1. **ACCURACY**

Every effort will be made to ensure that the information on the Town website is timely and accurate. The Town does not warrant or make representation or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks or other items contained on its server or any other server. Materials on the Town website have been compiled from a variety of sources, and are subject to change without notice from the Town as a result of updates and/or corrections.

2. **AUTHORITY OF CAO/DEPARTMENT HEADS**

The CAO/Department Head or his/her designate shall have authority and responsibility for the implementation of this policy. The CAO/Department Head or his/her designate shall have the authority to deny, remove, or discontinue an external link, approve or disapprove event postings without prior notice when it is deemed in the best interest of the Town.

3. **CONTACT INFORMATION**

ACCESSIBILITY CONTACT

The Town website is intended to be accessible to people with disabilities. Inquiries, requests, and comments relating to accessibility on the Town owned websites should be directed to the Town’s Chief Administrative Officer at cao@southbrucepeninsula.com.

Town of South Bruce Peninsula
c/o Accessibility Co-ordinator
315 George St
PO Box 310
Wiarton, ON
N0H2T0
GENERAL CONTACT

Inquiries, requests, and comments relating to the Town owned websites, not dealing with accessibility, should be directed to admin@southbrucepeninsula.com.

or

Town of South Bruce Peninsula
c/o Website
315 George St
PO Box 310
Wiarton, ON
N0H2T0

4. GUIDANCE FOR WEB PAGE DESIGN

The websites are a communication tool that will be viewed by the public and therefore it is essential that a professional image is portrayed. To ensure that the Town’s websites maintain a consistent corporate standard the following guidelines should be followed.

EXTERNAL LINKS/WEBSITES

The Town at its discretion may at times provide links to external sites.

The Town reserves the right to determine how and where external links will appear on the Town website.

The Town will not provide links to sites that:

- Promote or exhibit hate, bias, discrimination, pornography, libelous or otherwise defamatory content
- Promote political candidates or websites soliciting contributions, votes or volunteers for any political purposes
- Are individual or personal homepages or blogs
- Use profanity or obscenities
Disclaimer of External Links and External Websites

The Town provides external links for user’s information and convenience. The Town does not have control or guarantee the accuracy, relevance, timelines or completeness of the information contained on an external website accessed through the Town website by hyperlink.

The Town does not endorse or recommend any third party website, product, service, view, or opinion, unless otherwise noted.

The Town does not authorize the use of copyrighted materials contained on external websites. Users must request such authorization from the sponsor of the linked website.

The Town is not responsible for the transmissions from external websites.

FILE/PICTURE UPLOAD

In an effort to remain consistent, and to allow for ease of maintenance, staff shall ensure that the proper file naming conventions are being utilized when uploading pictures and/or files. Please ensure that you are saving your files to be uploaded as shown below:

AD_ (Admin)
PW_ (Public Works)
FN_ (Finance)
BD_ (Building)
FD_ (Fire)
ED_ (Economic Development)
PUB_ (Public Notices)
FORMS_ (Town Forms)

Example: PUB_Special Meeting of Council February 13, 2012 (All extensions to include the year in which they were uploaded)

Optimal upload size of images is a maximum of 350 pixels wide and a web-ready resolution of 72dpi.

All documents/images should be saved in a format that is accessible. The number of graphics within a page should be limited and should represent/compliment the information being displayed. A professional corporate image shall be maintained at all times.
INTERNAL WEB PAGES

It will be the responsibility of each Department to update and make changes to their departmental website content, when necessary, in accordance with this policy. All Departments shall ensure that any Public Notices, Forms, and Press Releases are sent to the Website Administrator to be uploaded to the site. A copy of all Public Notices shall also be directed to the Clerk’s Department for inclusion in Council packages.

Public Notices and Press Releases shall contain the date of upload/release and the date of expiry to ensure that information contained on those pages is kept relevant. It is the responsibility of the Department to remove old and out of date material from their pages. Each Department shall also ensure that when removing information, any links to files/pictures are also removed from the file library. To have out of date files and files which are no longer in use removed please contact the Website Administrator.

The content included on the website should express the goals, values and mission of the Town. The content shall be clear, concise and factual. The language shall be plain and appropriate for the audience and the use of jargon and acronyms will be avoided wherever possible. Using clear and simple language promotes effective communication.

The font size is to remain consistent throughout the website and all lists within pages should be in alphabetic/numeric order. Please contact the Website Administrator prior to creating any additional website pages. This will ensure that they are properly linked to the website.

The overall website shall be reviewed by the Website Administrator and other appropriate staff on a yearly basis.

5. LINKS TO THE TOWN OWNED WEBSITE

Permission is not required to link to the Town website. The party linking to the website should be aware that pages are subject to change without notice.

6. POSTING OF EVENTS

The “Community Calendar” is a tool which is available to both Town staff and the public as a means of communicating upcoming events happening in and around the Town of South Bruce Peninsula. Information regarding community events may be posted on the Town website so long as the posting of such information is consistent with the purpose of the Town website and meets the criteria for external links.
The Town reserves the right to deny any “Community Calendar” posting.

All event submissions will be reviewed and posted within two business days of their submission.

7. SERVICES MARKS, TRADEMARKS and COPYRIGHT

All service marks and trademarks mentioned herein are the property of their respective owners. The Town retains copyright on the Town logo/Willie logo, all text, graphic images, and other content included on its websites, unless otherwise noted. No person or entity may use the Town logo/Willie logo/pictures without prior approval from the Town.

8. WEBSITE ADMINISTRATOR

The Website Administrator or designate is responsible for setting and granting permission for other members of staff to have access to the Content Management System. The Website Administrator is also responsible to release any new pages/changes.

9. ERRORS, OMISSIONS, WARRANTY, DAMAGES and INDEMNIFICATION

The Town of South Bruce Peninsula is neither responsible nor liable for any viruses or other contamination of a user’s system due to access of the Town website, nor for any delays, inaccuracies, errors or omissions arising out of the user’s access of the Town website, including without limitation, any material posted on the Town website. The Town is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the Town website and/or materials contained on the Town website, whether the material contained on the Town website is provided by the Town of South Bruce Peninsula or a third party.

The user agrees to defend, indemnify, and hold harmless the Town of South Bruce Peninsula, its agencies, officers, employees, representatives, and agents from and against all claims and expenses arising out of the user’s use of the Town website and materials and information contained on the Town website.