

TOWNSHIP OF LAKE OF BAYS POLICY MANUAL			
Chapter:	Administration	Index No.	AD-7.1
Section:	Municipal Property	Effective Date:	11/06/07
Subject:	Website Linkage Policy	Revision Date:	Original
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1 PURPOSE:

1.01 To establish standards for the provision of external website links on the Township of Lake of Bays website.

2 POLICY:

2.01 The Township of Lake of Bays welcomes links that assist internet users to learn more about municipal and other government services, programs and plans where the information located on the external site is relevant and complementary to the Township's services being described.

2.02 The Township of Lake of Bays will limit provision of external links to the following entities:

- a) Official government sites (i.e. federal, provincial, municipal), government funded agencies, boards, local associations
- b) Recognized Committees of Council
- c) Only those non-profit or public organizations that are receiving funding through an existing service agreement relationship with the Township.

2.03 CRITERIA

All external links provided through the Township's website shall meet the following criteria:

- a) Content shall be consistent with Township standards and appropriate for ALL audiences;
- b) Content shall be consistent with Council policies and directives;
- c) The group represented by the link shall have all accounts with the Township in good standing
- d) Provide the user with access to an email address and/or a customer service telephone number, in order for users to contact the site if there are problems with format, accuracy, timeliness, etc.;
- e) No fee charge to visitors requesting relevant information;
- f) No requirement for visitors to leave personal information (e.g. name, E-mail, etc.) to access relevant information;
- g) Notify the Township if the site to which www.lakeofbays.on.ca links becomes inaccurate or inactive;
- h) If the linked site redirects the visitor to another site, the redirected site shall also meet the Township's criteria;
- i) Not associated with religious or similar organizations, blogs, journals, or personal sites.

2.04 LINK REQUESTS

- a) To request a link on the Township of Lake of Bays website, send request (application) to clerkasst@lakeofbays.on.ca.
- b) Requests for external website links will be reviewed by the C.A.O./Treasurer or designate.
- c) All existing links to date are deemed to be valid.

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2.05 **LOCATION**

All links will be established from the links button on the websites home page.

2.06 **TERMINATION**

The Township of Lake of Bays reserves the right, at any time and without notice, to remove external links from the Township's website (www.lakeofbays.on.ca) that:

- a) No longer complies with the Township of Lake of Bays criteria;
- b) No longer links to the original information or resource to which it was intended to be linked;
- c) Contains inaccurate or misleading information or has changed such that it is no longer in compliance with the acceptance criteria;
- d) Provides or promotes false, slanderous, illegal, infringing or incorrect information
- e) Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising;
- f) Is permanently unreachable or remains unavailable for a lengthy period; and

2.07 **RECIPROCATATION**

The Township does not require that reciprocal links be established by the requesting entity.

2.08 **CONTACT**

E-mail: clerkasst@lakeofbays.on.ca.

Telephone: (705) 635-2272

Toll Free: 1-877-566-0005 ext. 236

2.09 **DISCLAIMER**

- a) The Township is not responsible in any way for the content of any external linked sites.
- b) Every effort is made to ensure the information on the Township's web site is timely and accurate however information should be verified independently before being used or relied on. Contact the appropriate department or link information. All information is provided on an "as is" basis without warranty of any kind, either expressed or implied, statutory or otherwise. The Township does not warrant or make any representations as to the quality, content, accuracy or completeness of the information, text, graphics, links and other items contained on its web site. The Township makes no warranties, express or implied as to the appropriateness of the information for any purpose, or to results obtained by individuals using the information and is not responsible for any action taken in reliance on the information contained herein. Material is provided as general information only.

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- c) Prospective sites will be reviewed to ensure that, in the sole opinion and discretion of the Township they are in keeping with the above criteria. The Township reserves the right to accept or deny any requests for references to or links to third party sites. The Township is not responsible for, and does not endorse, the information on any linked web site unless the Township's web site states otherwise. Since the Township does not control third party websites, it does not warrant that third party websites are accurate or reliable or that they have operational links. The user acknowledges and agrees that the Township is not liable in any way for the content, accuracy, reliability, viewpoints, policies, or products provided by these external resources.
- d) The Township may revise this policy without prior notice when the Township of Lake of Bays considers such revision to be in its best interests.

3. ADMINISTRATION

All staff shall adhere to this policy

4. ATTACHMENTS

Nil

Resolution No. #8(f)(iii)(a)/11/06/07