Policy 2.15: City Website Content and External Links

Staff is hereby directed to include the following provisions of this policy on the City website.

1.   Purpose

It is the purpose of the Moorpark City Government website to provide accurate, non-editorial content that will inform Moorpark citizens about City of Moorpark services, operations, projects, and special events, and provide information pertaining to City officials and personnel. In addition, the website should be used to facilitate the delivery of services provided by the City of Moorpark to its citizens and other customers. All City of Moorpark departments and divisions are eligible to submit content or request the posting or hypertext linking to appropriate information to support the mission of the City and department service initiatives.

2.   Website Disclaimer

The City of Moorpark website is maintained to provide information to the public. Information found on the City's website has been compiled from a variety of sources, and is subject to change at any time and without notice from the City of Moorpark. While every effort is made to keep such information accurate and up-to-date, the City of Moorpark assumes no liability for damages incurred directly or indirectly as a result of errors, omissions or discrepancies. The Information Systems Division of the Administrative Services Department acts as the City's Webmaster and is responsible for the management and oversight of the City of Moorpark website. Questions or comments concerning information contained in the City of Moorpark website should be directed to the Administrative Services Manager. Comments about the City's website are welcome from any source and are always appreciated.

By using the City of Moorpark website, the user assumes all risks associated with its use, including but not limited to the risk of damage to computer, software, or data by any virus, program, or file, which might be transmitted through the Internet. Under no circumstances shall the City of Moorpark be liable for any damages resulting from the use of the City of Moorpark website or any external link.

The opinions expressed in any linked websites are not those of the City of Moorpark, and any questions on other websites should be addressed to the entity sponsoring such site.

3.   Privacy

A computer communicates with the City of Moorpark's website using a particular Internet Protocol address (IP). Like most sites, the City of Moorpark can track the user's IP address when visiting the site. The IP address allows the City of

Moorpark to track for each user, information such as the IP address, the browser type, and the identity of the user's Internet service provider: however, the IP address does not provide any personally identifiable information and allows the user to remain anonymous. This information helps the City to improve site navigation and to make improvements to the City's website and content.

To the extent that the City website contains or may in the future contain online registration forms for special activities or other services, such as recreation classes, an applicant may be asked during the application process for name, address, e-mail address, phone number, birth date, or other general or special purpose information needed to complete registration for the specific activity or service.

To the extent that the City website contains or may in the future contain online volunteer or employment application forms, an applicant may be asked during the application process to provide name, address, e-mail address, phone number, drivers license number, occupations, work experiences, employment history, education level, and/or references.

To the extent that the City website contains or may in the future contain online payment services, the City of Moorpark will collect personal information, such as name, postal address, e-mail address and credit card number should you decide to use an online payment service.

4.   Permitted External Links

The City of Moorpark website contains links to other websites as a convenience to the public and does not constitute an endorsement. The City of Moorpark is not responsible for information contained on sites linked from any City of Moorpark page and has not reviewed such for accuracy or legal sufficiency.

The City of Moorpark permits the establishment of links to external websites on the City's official website solely in conformance with this policy. In the establishment and maintenance of its official website, the City does not intend in any manner to create a forum or other means by which public disclosure, exchange of opinions, or discussion on issues of any nature may occur. Rather, the sole and limited purpose of this City's website and permitted external links is to provide non-political and/or non-religious information of a factual nature about the City of Moorpark including various services and resources available within and around the City, or as may be available from other government agencies.

The Moorpark City Government website includes links to other websites, and the City is not responsible for the actions and policies of these third parties, and recommends the privacy policies of each website be reviewed before supplying personally identifiable information.

5.   External Link Application Process

Organizations and City staff requesting to establish external links to the City's website must submit an External Link Application Form, as approved by the City Manager or his/her designee, to the City's Administrative Services Department. This form will contain all information necessary to verify the facts as stated and is necessary to establish that the proposed link is in compliance with this policy.

A.   Consistent with the foregoing policy, it is the City's policy to limit external links to the following kinds of entities and organizations:

1)   Sites that are owned and managed by a state, local or federal governmental agency, local public school, college board, or special district;

2)   Public Utilities;

3)   Sites that are maintained by a non-profit organization that receives direct financial support from the City of Moorpark and supports the mission of the City; or

4)   Sites that have a direct contractual relationship with the City for the provision of goods and/or services.

B.   External links will not be made to sites that fall within any of the following criteria, as determined by the City Manager or his/her designee:

1)   Sites that are owned or managed by a political party, candidate or special interest group or are of a political nature that are 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 ballot proposal;

2)   Sites that are owned, managed or provide content for commercial entities that do not have a direct contractual relationship with the City for the provision of goods and/or services; or

3)   Sites containing any materials that may reasonably be considered scurrilous or offensive. Offensive materials are defined as sexual content or images, slurs against race, religious or political beliefs, age, gender, sexual orientation, national origin or physical attributes.

The City of Moorpark reserves the right to: 1) deny an external link application 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; and 2) deny an external link application to any person, business or organization which fails to provide all required information, or fails to provide truthful information.

6.   Removal of External Link

The City Manager or his/her designee is authorized to remove any external link if the nature of the organization or business to which the link relates no longer complies with the City's external link policy; and discontinue an external link at any time if an entity's website provides or promotes false, slanderous, illegal, immoral, offensive, or incorrect information at any time.