

CITY OF EL CENTRO POLICY STATEMENT

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| Policy Statement No: | 111 | Adopted: May 20, 2014 |
| Category: | General | Revised: |
| Subject: | External Website Linking | Distribution: All Departments |

1. Purpose

It is the purpose of the City of El Centro's government website to advance the public's health, safety and welfare by providing information about the services, operations and projects of El Centro city government. This includes promoting tourism and economic development within the city and region.

2. External Links from City of El Centro's Government Website

The City of El Centro permits the establishment of links to external websites on the city's official website solely in conformance with this administrative website and linking policy ("Policy"). The city is not responsible for, does not endorse and cannot assure the accuracy of information on these outside websites. (See Disclaimer of Endorsement below.)

The city manager for the City of El Centro has designated each department head as the person responsible for the management and oversight of their department website. Organizations wishing to establish external links on the city's website must submit an external link request to the department head in writing or electronically. The request must contain all information necessary to verify the facts as stated and is necessary to determine whether the proposed link is in compliance with this policy. The department head will review the merits of the requested external link, keeping in mind the criteria and examples listed below, to determine whether the link serves the overall purpose of the city's website.

At the city's discretion, examples of types of links to external sites that are allowed:

- News organizations serving El Centro.
- Other governmental agencies.
- Utilities that provide service in the city.
- Public and private, bona fide educational institutions located in the region and/or benefit the goals and objectives of the city.

- El Centro tourist attractions serving the public generally.
- Organizations as defined in the Internal Revenue Code §§501(c) (6) and 501(c) (3) that support the city's strategic or operational goals.
- Any association located in or managing a location which has received a historical site designation.
- Organizations that partner with the City of El Centro to meet the city's strategic or operational goals.
- City of El Centro created pages on social media websites.

The City of El Centro reserves the right to: (1) deny an external link request to any person, business or organization when it is determined, that the entity or organization for which application is made does not meet the criteria set forth in this policy; and/or (2) deny an external link request to any person, business or organization that fails to provide all required information, or fails to provide truthful information.

Examples of external links to websites that the city will not allow:

- Promoting or exhibiting hate, bias, discrimination, pornography, nudity, alcohol, firearms, tobacco, religion, or libelous or otherwise defamatory content.
- 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.
- Associated with political organizations or other organizations advocating a position on a local, state or federal issue.
- Furthering the agenda of a political organization or candidate running for office .
- Furthering the non-charitable agenda of a labor union.
- Violating any of the city's equal opportunity or norms and values policies.
- Individual or personal websites.

3. Appeal Process

The denial of the request to place an external link on the city website may be appealed, in writing, to the city manager within five business days of the date of denial. The city manager, whose decision will be final, will review the appeal and render a decision.

4. Removal of External Link From City Website

The city reserves the right to immediately and without notice to any person or organization: (1) remove any external link (2) to revise this policy without prior notice.

5. 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.

6. Third Party Materials

Some materials and information used on the City of El Centro's website were generated by third parties who have consented to the city's use or placement of such materials on this 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, but are not limited to, text, icons and graphic images used as standalone or in links to other organizations' sites, as well as various items of general content.

7. Indemnification

TO THE EXTENT PERMITTED BY APPLICABLE LAW, BY USING THE CITY OF EL CENTRO'S WEBSITE, THE USER AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS, THE CITY OF EL CENTRO, ITS AGENCIES, OFFICERS, EMPLOYEES, REPRESENTATIVES, AND AGENTS FROM AND AGAINST ALL CLAIMS AND EXPENSES, INCLUDING ATTORNEYS FEES AND COSTS, ARISING OUT OF THE USER'S USE OF THIS WEBSITE OR MATERIALS AND INFORMATION CONTAINED ON THIS SITE.

8. Disclaimer of Endorsement

External links made available through the City of El Centro's website will redirect users away from the city's website. Internet sites available through these links, and the materials that are found at those sites are not provided by, endorsed by or under the control of the City of El Centro. Therefore, the city cannot and does not make any representation about these sites or the appropriateness of the materials available on those sites. These additional sites from the city's website are 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.

9. General Disclaimer

The materials and information contained on or obtained from this website, are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Information contained on this website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The City of El Centro is not responsible for any general, direct, special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the city's website and/or the materials contained on its website whether the materials contained on the website are provided by the City of El Centro or a third party.

10. Links to the City of El Centro's Website

Advance permission to link to the city's website is not necessary. However, the organization linking to the City of El Centro's website should understand that content and internal Web links may change at any time without notice.

Entities and individuals shall not link to the city's website nor capture pages within frames and present the city's website content as its own, or otherwise misrepresent this website's content or misinform users about the origin or ownership of its content.



City of El Centro External Website Linking Request Form

City Department / Division where you are requesting your link: _____

URL of your requested link: _____

Title of your requested link: _____

Organization Name: _____

Organization Contact Name: _____ Phone Number: _____

Organization Contact Email: _____

Organization Website: _____

Organization Goal / Purpose of the link: _____

Organization's Social Media Page URL: _____

Which category applies to your organization? Check all that apply:

| | |
|--------------------------|--|
| <input type="checkbox"/> | News organizations serving El Centro |
| <input type="checkbox"/> | Other governmental agencies |
| <input type="checkbox"/> | Utilities that provide service in the city |
| <input type="checkbox"/> | Public and private, bona fide educational institutions located in the region and/or benefit the goals and objectives of the city |
| <input type="checkbox"/> | El Centro tourist attractions serving the public generally |
| <input type="checkbox"/> | Organizations as defined in the Internal Revenue Code §§501(c) (6) and 501(c) (3) that support the city's strategic or operational goals |
| <input type="checkbox"/> | Any association located in or managing a location which has received a historical site designation |
| <input type="checkbox"/> | Organizations that partner with the City of El Centro to meet the city's strategic or operational goals |

I certify that the above mentioned information contained in this form is true and correct.

Name

Title

Signature

Date

****For City Official Use Only****

Department Head Approval Signature:

I approve the above mentioned link to be placed on the above mentioned department website. The above mentioned organization has been given a copy of the City of El Centro Policy Statement 111- External Website Linking.

Name

Title

Signature

Date