

### Date

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The following was adopted as Policy by **Resolution No. 16.03.073** at the **Regular Council Meeting** held on **March 15, 2016**.

### Policy

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1. This policy establishes guidelines for creating, posting and maintaining **website content** and sets out privacy policies and disclaimers for District of Lake Country websites.
2. The District at its sole discretion shall determine what links, events or other information may be provided on District websites.

### 3. DEFINITIONS

“**website content**” means information, data, text, photographs, graphics, images, videos, messages, comments, quotations, files, documents and any other material that constitutes information on the websites;

“**District**” means the organization of the District of Lake Country;

“**District websites**” includes [www.lakecountry.bc.ca](http://www.lakecountry.bc.ca), [www.okanaganway.ca](http://www.okanaganway.ca), [www.okanaganway.com](http://www.okanaganway.com), [www.creeksidetheatre.com](http://www.creeksidetheatre.com) and all other domains registered by the District of Lake Country.

### 4. EVENTS AND LINKS

- 4.1. The District may provide links or post events on District websites, provided they:
  - a) benefit, enhance services or provide valuable resources to Lake Country residents;
  - b) are deemed appropriate by the District;
  - c) are an official government, agency or board;
  - d) are affiliated with the District;
  - e) hold a valid Lake Country businesses license or are exempt from requiring a business license;
  - f) are a performance or event approved by the District;
  - g) are a performance or event that is inclusive to all, open to the general public and takes place within the community boundaries;
  - h) are a professional or non-profit association or society; or
  - i) are a development that has been issued a concept plan, building permit or layout approval.
- 4.2. The District will not provide links or post events that:
  - a) are anonymous;
  - b) contain material related to candidates or referenda questions during an election or referendum period;
  - c) contain slanderous, defamatory or discriminating remarks, obscene language, illegal activity or sexual content;
  - d) do not comply with municipal, provincial or federal legislation, regulations, policies or bylaw;
  - e) are, in the District’s opinion, unacceptable, undesirable, inappropriate, inaccurate or untrustworthy.

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- 4.3. Links from third party sites to **District websites** are welcomed provided they do not imply any endorsement or relationship with the District, without the express written permission of the District.
- 4.4. Requests to have links or events included on **District websites** may be submitted to the Communications Officer and must include:
- a) The name of the group;
  - b) Contact information;
  - c) The link to be included;
  - d) Date, start and end times of event;
  - e) Event location;
  - f) Confirmation that the link or event meets at least one of the criteria in section 4.1.

## 5. DISCLAIMER

- 5.1. **District websites** are not an official statement of District policy, law, practice, services or procedure and should not be construed as such. While every effort is made to provide accurate, useful and complete information, the District does not guarantee the information posted is always current or correct and does not warranty or make any representations as to the quality, content, accuracy or completeness of District websites.

## 6. RIGHT TO REFUSE

- 6.1. The **District** reserves the right to refuse or the right to remove any link or event, in whole or in part, at any time, without notification, explanation, liability or compensation.

## 7. NO ENDORSEMENT

- 7.1. The **District** does not endorse, approve, certify or control links or events and does not guarantee the accuracy, completeness, efficiency, timeliness, or correctness of the information of those postings.

## 8. PRIVACY

- 8.1. Personal information is information about an identifiable individual but does not include business contact information. No personal information is automatically gathered by **District websites**. Any personal information supplied or disclosed through **District websites** is managed in accordance with the *Freedom of Information and Protection of Privacy Act*.
- 8.2. Unless specifically requested, confidentiality does not apply to correspondence addressed to Mayor and/or Council or to correspondence related to public or statutory processes. Such correspondence may form part of the public record and be included in public information packages or published on **District websites**.
- 8.3. Communications made through **District websites** are for convenience only and shall not be deemed to constitute legal notice to the District or any of its agencies, officers, employees, or representatives.
- 8.4. Content disclosed or offered through **District websites** shall become and remain the property of the District. The District is not required to keep such content confidential and can choose if, when and where it uses content and has no obligation to advise the author of such use or to compensate for such use.
- 8.5. The District is not responsible for the privacy practices or content of third party links or their services.

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## 9. TRADEMARKS AND COPYRIGHT

- 9.1. Copying, modifying or using text, images or other District **website content** without written permission is prohibited.
- 9.2. Nothing on **District websites** should be construed as granting any licence or right to the District's Crest or Official Mark.

## 10. LOOK AND FEEL OF DISTRICT WEBSITES

- 10.1. **District websites** shall attempt to adhere to the following guidelines:
- a) maintain consistency in visual appearance by using the Official Mark, colors, typography and supporting layout to build brand recognition and a visual identity;
  - b) avoid duplication and extensive quoting of official documents and instead provide links to information;
  - c) provide content that is engaging, relevant, and appropriate for audiences;
  - d) ensure that labels and links clearly reflect the information and items contained within the category;
  - e) strive to use clear and descriptive headings to enable users to find what they are looking for;
  - f) limit page information to what is needed by users while on that page;
  - g) limit the number of clicks required for users to complete common tasks;
  - h) ensure that the format of common items is consistent from one page to another;
  - i) avoid undefined acronyms, abbreviations or words that typical users may not understand;
  - j) minimize the number of words in sentences and the number of sentences in paragraphs to optimize reading comprehension;
  - k) use link labels to identify the links destination and avoid using "click here".

## 11. LIABILITY

- 11.1. The District assumes no responsibility or liability for any damages or losses, whether direct or indirect arising from, or in any way related to any decision made based on the information made available on **District websites**, the use of **District websites** or any of its content or any breach of copyright or other intellectual property right.

*Original signed by James Baker*  
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Mayor

*Original signed by Reyna Seabrook*  
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Corporate Officer