



THIRD PARTY WEBSITE CONTENT POLICY

PURPOSE

The purpose of this policy is to regulate the inclusion of third party content, or links to third party content on the Hunter's Hill Council web site. The policy is designed to ensure that third party content on Council's web site is beneficial to customers without compromising the impartiality and the perception of impartiality of the Council.

SCOPE

The policy applies to situations where council staff approve third party content for inclusion on the Council web site. This policy also applies to situations where council staff remove third party content from the web site and where external web sites provide a link to the Hunter's Hill Council web site.

Council frequently receives requests from individuals, organisations or businesses to place third party content, or links to external web sites on Council's web site.

The adoption of a policy is important as it will allow Council to set standards for assessing and approving requests to place third party content on the Council web site. It will ensure that the council includes third party content in a manner that is consistent with our Organisational Values and Goals and does not compromise our organisational integrity or public perception of impartiality.

The policy applies to all Council staff responsible for placing third party content on the Hunter's Hill Council web site.

DEFINITIONS

Third party content Third party content includes text, images, tables, audio, video and downloadable files, that is prepared by an organisation, individual or group other than Hunter's Hill Council, or a hyperlink to a web site not administered by the Council.

Hyperlink A navigational aid that when selected, presents different information. The hyperlink is usually text or graphics and provides a description of the type of information available in the link.



POLICY STATEMENT

PART 1 POLICY GUIDELINES

1. THIRD PARTY CONTENT ON COUNCIL'S WEBSITE

- 1.1** Hunter's Hill Council includes third party content on its web site to improve customer service and to provide information that is considered to be useful and valuable to the public.
- 1.2** Hunter's Hill Council, at its sole discretion, will determine whether third party content is appropriate to be included on the Hunter's Hill Council web site.
- 1.3** Generally, third party content that is inappropriate includes, but is not limited to:
 - Content that contains or suggests conflicting goals or values to that of Hunter's Hill Council
 - Content that contains or suggests promotion of services or products that are injurious to health
 - Content that may reduce the impartiality of the council and/or the perception of the impartiality of the Council.
 - Content that contains or suggests support or opposition to any political party
 - Content that is discriminatory or defaming
 - Content that is not suitable for readers or viewers of all ages
 - Content that promotes or inciting illegal, violent or socially undesirable conduct
 - Content that promotes alcohol, tobacco products, gambling or illegal drugs
 - Content that promotes weapons
 - Content that infringes on any trademark or copyright rights of another.



- 1.4** Links to organisations/companies/individuals will not be included unless:
- all such entities within the municipality will be provided with equal access and/or
 - the reason for the link is overwhelmingly educational in nature and/or
 - the link is in the best interests of the council and/or
 - the organisation provides an important community service.

1.5 Hunter's Hill Council does not permit sponsored links or paid advertising on its web site. On occasions, Council may conduct sponsored events or community programs. Promotion of these events on Council's web site may include mention of the sponsor(s) of the event, however this is only for the purpose of advertising the event and such mention of the sponsor(s) is to be kept at a reasonably minimum level. Such promotions are not to be used for the purpose of sponsored advertisement and should not be interpreted as endorsement of the sponsor(s).

1.6 Disclaimer

- a) Third party content and links to external web site do not necessarily represent the opinion of Hunter's Hill Council, nor do they imply that the content, viewpoints, products, or services on those sites are endorsed by the Council or by staff, or that the council is in association with the author. Nor do they imply an endorsement for that organisation over other similar organisations.
- b) Hunter's Hill Council has no control over the content of third-party web sites nor is Hunter's Hill Council responsible for the content or availability of third-party web sites. Hunter's Hill Council makes no warranty, express or implied, with respect to third-party content including documents or other information available.
- c) Hunter's Hill Council assumes no legal liability or responsibility whatsoever for the accuracy, reliability, completeness, or usefulness of any such information and does not represent that its use would not infringe privately owned rights. Hunter's Hill Council shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with



the use of any such content, products, services, or other materials available on or provided by the Hunter's Hill Council web site, or any third-party web site or resource.

1.7 Removal of Third Party Content

- a) Hunter's Hill Council reserves the right, at its sole discretion, to withdraw third party content from the website. This discretion will be exercised:
 - i. if Hunter's Hill Council becomes aware, receives claims or allegations, or has reason to inquire whether, the content refers or links the viewer to content not on the council's Site that either violates any of the above listed guidelines, or would be reasonably likely to offend a reasonable citizen.
 - ii. in any other circumstances that the council deems appropriate.
- b) Hypertext links to external web sites and pages may be removed or replaced at the sole discretion of the Hunter's Hill Council at any time without notice.

2. LINKS TO THE HUNTER'S HILL COUNCIL WEB SITE FROM EXTERNAL SITES

- 2.1** Hunter's Hill Council encourages other web sites that share our intentions and principles to link to the Hunter's Hill Council Web site. We would appreciate being informed on any link to our site. Hunter's Hill Council retains the right to withdraw this permission without explanation or notice if it is determined that such a link is inappropriate. The third party must ensure that nothing on its own web site describes, or could be understood to imply that any part of the Hunter's Hill Council web site is part of the third party web site.



RELATED RESOURCES

Hunter's Hill Council Communication Policy (corp.s-Pol.20)

Hunter's Hill Council Sponsorship Policy (CORP.S-POL.19)

POLICY OWNER

The policy authority is the General Manager.

AUTHORISATION AND REVIEW

Next Review Date

This policy is to be reviewed in 2015 or with any changes to relevant legislation or Council policy.

Version Control Table

Date	Version	Res. No.	Key Changes	Author
12.02.2007	1.0	26/07 OM4225	Adoption of policy	B Smith
14/11/2011	1.1	394/11 CM4315	Amendment to clause 1.5	B. Smith