

HALDIMAND COUNTY

POLICY No. 2002 - 04

Subject: CORPORATE WEB PRESENCE POLICY

Purpose:

The Web has become an essential part of how Haldimand County does business. The Haldimand County website is a vehicle of communication that is current, comprehensive, functional and adaptable to the changing needs and directions of the County. It will enhance County communication and increase the services and information available to residents, businesses, visitors and staff by providing information that is accessible, current and reliable.

The website is used to present information in a commerce-free environment to all users. The purpose of the web presence is not to generate revenue from visitors, although monies may be quoted and / or exchanged for services that have fees attached. On-line applications may require credit card payment for the processing of these services. The site is intended to complement existing methods for the public to gain information and services from the Corporation.

This website is equivalent to a County publication and is expected to meet appropriate standards for graphic presentation and information content. Recognizing that its publishing format is different from that of other publications, the system is expected to meet appropriate technical standards.

Policy:

- 1.1. *Official Web Presence:* Haldimand County's official web presence can be found at the URL <http://www.HaldimandCounty.on.ca>. Haldimand County's registered domain name is haldimandcounty.on.ca. The County also has the rights to other domain names that automatically link to the official domain name. These domain names were secured to prevent others from obtaining them and setting up websites that may be confused or associated with Haldimand County. (See reference document "Haldimand County – Website Guide" for all registered domain names.) The corporate website is hosted on Haldimand County web servers connected to the Internet.
- 1.2. *Standards:* Standards and processes on Haldimand County's corporate website will be regularly reviewed to ensure the website meets recognized usability and accessibility guidelines.
- 1.3. *Community Events Calendar:* The Community Events Calendar is a service offered to website visitors as part of the County website. The purpose of the Community Events Calendar is to provide a central location for website visitors to easily find information, dates and times of events focused on recreational type activities, including County Sponsored or Co-Sponsored Festivals and Events, Museum Activities, etc.

Information regarding community events may also be posted on the County website. Any posted information must be consistent with the purposes of the County website. To request an event be added to the Community Events Calendar, fill in the on-line Event Calendar request form or send an email with the event's details to tourism@haldimandcounty.on.ca. The Manager of Economic Development & Tourism or his/her designee may consider suggestions of events to post on the County website. The decision of the Manager of Economic Development & Tourism or his designee is final and binding.

To the best of the ability of County Staff, calendar items are correct and timely; however, the Community Events Calendar is not intended to serve as official notice of events. Users should confirm information regarding events with the posting department or organization hosting the event.

- 1.4. *County Meeting Calendar:* The County Meeting Calendar is designed to be a service to website visitors. The County Meeting Calendar is not a public forum or community calendar; its purpose is to provide a central location for website visitors to easily find information, dates and times of "County Business" meetings (such as Council in Committee, Police Services Board, Conservation Authority meetings), Holiday notices, changes in County services including garbage and recycling collection, etc. To the best of the ability of County Staff, calendar items are correct and timely. However, the County Meeting Calendar is not intended to serve as official notice of meetings or events. Users should confirm information regarding meetings and events with the posting department.
- 1.5. *External Links:* Haldimand County's website contains hyperlinks that may lead to sites outside the County. The presence of these hyperlinks should not be construed as an endorsement by the County of these sites or their content. The County is not responsible for the content or the privacy policies of any such external hyperlink.

The County website will not provide External Links to websites that:

- Promote or exhibit hate, bias, discrimination, pornography, libelous or otherwise defamatory content.
- Have a primary purpose of furthering the agenda of a political organization or a candidate running for office (regardless of the political viewpoint), or defeating any candidate for elective office.
- Violate any of the County's equal opportunity policies.
- Consist of personal home pages operated by individuals.

If any person finds a broken link or a link inconsistent with the guidelines laid out above, it should be reported via e-mail to the Site Manager at smanager@haldimandcounty.on.ca to be assessed and corrected.

- 1.6. *External Links Disclaimer:* This web site (www.haldimandcounty.on.ca) and the pages it contains may contain links to external sites and may be the subject of a link from another external site. Although every effort is made by Haldimand to provide links in its website to external sites that are of benefit or convenience to the users of Haldimand County's website, and due to the dynamic nature of the World Wide Web, Haldimand County has no control over and makes no assurances or warranties respecting the accuracy of the content that any of these external sites may post and assumes no responsibility or liability in relation to same or the use or reliance on information

contained in or gathered from such external sites. Please notify Haldimand County's Site Manager of any links that may be inappropriate. Any complaints or comments about the content of an external web site should be addressed to the caretaker of that site. Any comments, complaints, or suggestions must include the address of the web page being commented on. The Site Manager can be contacted by:

e-mail: smanager@haldimandcounty.on.ca

phone: 905 318 5932

mail: Haldimand County
Site Manager
c/o Information Systems Division
45 Munsee Street North
PO Box 400
Cayuga, Ontario
Canada, N0A 1E0

- 1.7. *Site Accuracy and Continuous Improvement:* The County website is continuously improving and therefore makes no claims, promises representation or guarantee as to the accuracy, completeness, or adequacy of the information contained in or linked to this website.

Haldimand County staff will strive to maintain the Corporate Site free of offensive material by regular review of the posted material and links. If any person believes the content posted on any page or any link is not acceptable, due to the content being: sexual, hateful, racist, graphic, vulgar, or violent in nature, a message should be written, phoned, or e-mailed to the Site Manager. The message must contain the offending page(s) or link(s) and the reason(s) for its offence.

The Site Manager can be contacted by e-mail, phone or mail as described above.

Upon receiving a message, the Site Manager will act immediately by reviewing the concern with his/her immediate supervisor to determine if it is valid. If the concern is found to be offensive the Site Manager will move to correct the problem by editing the page / link, or if it cannot be edited to correct the offensive nature, the page / link will be removed. The originator of the content will be notified.

- 1.8. *Website Disclaimer.* The information on Haldimand County's website and the pages it contains has been posted as a convenient source of information for visitors. All effort is taken by the Corporation of Haldimand County to ensure that the information presented is accurate and updates are posted in a timely manner. The Corporation offers no guarantees on any material presented; any use is done so at the sole discretion of the user. Contact Haldimand County staff to discuss any question you may have about the information posted on the site. Any complaints, comments, or suggestions about the site can be directed to the Site Manager by e-mail, phone or mail as described above.
- 1.9. *Collection of Information:*
- 1.9.1. Use of Online Information

No personally identifiable information is collected about visitors who simply browse this website or who download information from it. Information volunteered by visitors participating in a survey will be collected. An e-mail address and contents of the e-mail will also be collected from users sending e-mail. Visitors who request services available through this website may be required to furnish additional information which may be required by law or which is necessary to provide the service requested. The additional information collected will be no more specific than if the visitor were requesting the service by any other means, including by telephone or an in-person visit to a County facility.

Web statistics collected from each visitor include:

- Visitor Analysis
 - Referrer
 - Host Name
 - IP Address
 - Country / Region / City
 - ISP
 - Returning Visits
 - Visit Length
- Visitor System Specs
 - Browser
 - Operating System
 - Resolution
 - Javascript
- Navigation Path
 - Date / Time
 - Type
 - WebPage
- Exit Link / Download Archive
 - Date / Time
 - Type
 - WebPage

Haldimand County does not sell any of the information collected for any purpose. The information is used to help make the website more useful to visitors; learning about the number of visitors to this website, the popular pages, and types of technology used will help to improve the website and the services it offers.

1.9.2. Online Payments and Related Transactions

Providing a secure online experience is a high priority to Haldimand County. We recognize that information security is of the utmost importance, and safeguards have been implemented to ensure that personal information is protected.

Online payment transactions are supported by industry-standard data encryption available through the browser called Secure Socket Layer (SSL) encryption. These services are designed to ensure the privacy of credit card information, name, address, e-mail or other information provided.

2. DEFINITIONS

- 2.1. *Authorized User*: A person who has received a designation as a Web Editor, a Web Author, a Web Publisher, or a Site Manager and has been given a login name and password to access the Web Content Management software.
- 2.2. *Content*: Content on the corporate website consists of information presented in text, tables, images, PDFs, links, news releases, events, etc. and metadata.
- 2.3. *Content Management System (CMS)*: A CMS is the database behind the County's corporate website which holds the content of the website.
- 2.4. *Cookies*: files on the user's computer that enables a website to recognize the user on subsequent visits and possibly track the user's Internet use between visits.
- 2.5. *Metadata*: Metadata is information about a particular page that is stored as part of the page and is only visible when viewing the source code of a page, for example, keywords, page summary, etc.
- 2.6. *SSL encryption*: Secure Sockets Layer, a protocol developed for transmitting private documents via the Internet. SSL uses a cryptographic system that uses two keys to encrypt data – a public key known to everyone and a private or secret key known only to the recipient of the message. Most web browsers support SSL, and many Web sites use the protocol to obtain confidential user information, such as credit card numbers. By convention, URLs that require an SSL connection start with https: instead of http:.
- 2.7. *Transport Layer Security (TLS)*: is a protocol that ensures privacy between communicating applications and their users on the Internet. When a server and client communicate, TLS ensures that no third party may eavesdrop or tamper with any message. TLS is the successor to the Secure Sockets Layer (SSL).
- 2.8. *Web Browser*: a web browser provides a graphical interface that lets users click buttons, icons and menu options to view, navigate and interact with web pages.
- 2.9. *Web Page*: A web page may incorporate any combination of text, graphics and other media as appropriate, and may use hypertext links to move between its different parts and other web pages.
- 2.10. *Web Server*: Haldimand County computers connected to the internet that store web pages and makes those pages available when requested by the user seeking information.
- 2.11. *Web Steering Committee*: Representatives from Haldimand County departments, the Manager of Information Systems and the Application Support Coordinators compose the Web Steering Committee.
- 2.12. *Website*: A website is a unified collection of web pages or files linked together and available on the World Wide Web.
- 2.13. *URL*: The URL, or Uniform Resource Locator, is the unique address given to every web page, example <http://www.haldimandcounty.on.ca>.

3. RESPONSIBILITIES

Haldimand County's Web presence will be managed as part of an integrated, corporate-wide approach to meeting needs in all areas that use the web. Policy development and Web content management are handled as follows:

- 3.1. The Web Steering Committee will make recommendations for policies and procedures related to the County's Web presence.
- 3.2. The Information Systems Division is responsible for technical standards and operation of the web servers and the web content management software including routine technical maintenance.
- 3.3. "Content Creators" are designated Divisional staff members who are responsible for identifying and creating content that would benefit citizens by providing it online and are responsible for the accuracy and credibility of a content piece.
- 3.4. Divisional Managers are the "Content Approvers" responsible to ensure the accuracy and relevance of content to be published.
- 3.5. "Web Authors" are Divisional staff members trained to use the web content management software that will post content to the staging server. A "Web Author" is also the Divisional content gatekeeper responsible for keeping track of what content is online ensuring all necessary pages are updated when a new page is created or edited.
- 3.6. "Web Publishers" are Departmental staff trained to use the web content management software, and who will provide a review of pages, prior to publishing, checking to ensure a consistent appearance and ensuring the information is concise, accurate, easy to read and ensuring the content is consistent in appearance. "Web Publishers" are also the gatekeepers responsible for keeping track of what departmental content is online ensuring all necessary pages are updated when a new page is created or edited.
- 3.7. The "Site Manager(s)" will serve as the primary technical contacts who will:
 - provide training for the web content management software;
 - manage the site's design, maintain layout continuity across website pages and navigational structure;
 - set up account access privileges for authorized users, and;
 - act as backup to web publishers or web authors in case of emergencies or after hours support (provided through the I.S. on-call blackberry).
- 3.8. The "Web Corporate Communications" are staff with a corporate focus specifically responsible to:
 - help ensure that the information on the web is concise, accurate, easy to read and is consistent with messages found in other forms of communication (brochures, news releases, etc.);
 - manage the overall strategy and direction of the HaldimandCounty.on.ca website by coordinating the ongoing evaluation of the effectiveness of the County's web site, including benchmarking comparable sites and surveying users;
 - oversee the County website content creation and work with all departments and divisions to identify, build and launch specific portals of interest, and;

- assist departments / divisions to ensure proper web writing, consistency in appearance and relevant information being delivered.

4. REFERENCES

4.1. Haldimand County – Website Guide

Topical Index	Administration
Policy Number	2002 - 04
Short Title	Corporate Web Presence Policy
SMT Approval Date	
Council in Committee	General – December 9, 2002 Recommendation # 9
Council Approval Date	December 16, 2002 Resolution 452-02
Originating Department	CS-IS-05-2002
Revisions	CS-IS-01-2009 SMT Approval Date April 16, 2009 Council in Committee June 15, 2009 Recommendation 32 Council Meeting June 22, 2009 Resolution 187-09