

Township of Brock Corporate Policy



Policy Name: Website Policy

Policy Type: Administration & Personnel

Policy Number: AP15

Reference: Report 2024-GG-033, Resolution COW-2024-208

Date Approved: May 27, 2013

Date Revised: November 18, 2024

Approval By: Council

Point of Contact: Municipal Clerk/Deputy CAO

1. Statement of Organizational Commitment

The Corporation of the Township of Brock is committed to communicating with its residents in a manner that provides the most accurate information in a timely and appropriate manner. Maintaining a website is a critical component necessary to achieve this objective.

2. Purpose

The purpose of this policy is to establish guidelines for the development, operation and administration of the Township's website(s).

The purpose of the Township's website(s) is to:

- Provide information to residents, businesses, visitors and other stakeholders
- Contribute to the health, safety and welfare of residents of, and visitors, to the Township of Brock
- To foster economic development and a sense of community

3. Scope and Responsibility

The Municipal Clerk/Deputy CAO is responsible for the overall implementation and enforcement of this policy.

4. Definitions

"Objectionable Material" refers to content that contradicts the principles established in the Ontario Human Rights Code or materials of a pornographic, profane, or sexually explicit nature, as well as content that may offend on the basis of race, ancestry, place

or origin, ethnicity, citizenship, creed, age, sex, marital status, sexual orientation, family status or disability.

Website(s) refers to the official Township website at www.townshipofbrock.ca, the Township's economic development and tourism website at www.choosebrock.ca, and any other acquires for official Township use.

5. General Policy

5.1 General Website Content

Website content that is in accordance with the purpose of the Township's website(s) as specified in section 2 of this policy will be deemed appropriate.

5.2 Terms of Use

Every effort is made to ensure that the information on the Township of Brock website is timely and accurate, however, due to circumstances beyond our control, information and dates are subject to change without notice.

The Township of Brock offers no guarantee regarding the accuracy of the information on these pages. All such documents are provided "as is" without warranty or representation concerning the accuracy or reliability of the use of the materials on this website. The Township of Brock hereby disclaims all representations and warranties.

5.3 External Links

The Township of Brock will consider posting external links on it's website(s) provided that the content of said website is deemed appropriate and if the link is directed to the website of:

- A tier of government (municipal, Regional, provincial, federal)
- A government funded agency or board
- A township of Brock affiliated organization
- Service clubs operating in the Township of Brock that perform service work that benefits Township residents
- The link is deemed by Council to be of interest to the Township of Brock, it's residents and/or visitors

The Township of Brock will not post external links on its website for:

- Personal websites, save and except websites maintained by members of Council subject provisions of the Council Code of Conduct
- Individual businesses (except major tourist attractions)
- Political Parties

Content found when visiting the external links must not contain or reflect any of the following:

- Objectionable material as defined in this policy
- Links directing visitors to objectionable material.

The Township of Brock is providing these links as a convenience, and the inclusion of any link does not imply endorsement by the Township, nor can we be held responsible in anyway for the

content found on any third-party website. The Township's privacy statement applies solely to information collected on the Township's own website.

The Township of Brock reserves the right to delete links already posted on its website(s) at any time, without notice.

5.4 Community Calendar

The Township of Brock will post information regarding local activities, programs, meetings, events and festivals organized by the Township and non-for-profit organizations on its website calendar. The Township reserves the right to post any other events to the community calendar that it deems to be in the community's interest.

5.5 Advertising

The Township will not publish any advertisements on its website submitted by an organization, business or individual.

5.7 Privacy

The Township of Brock is committed to protecting the privacy of all visitors to our site. We have taken appropriate measures to protect and ensure the privacy of any personal information you provide. The Township is subject to the provisions of the Municipal Freedom of Information and Protection Act (MFIPPA).

The Township of Brock will not, under any circumstances, use any information provided by visitors for any purpose inconsistent with the purpose for which the information was provided, as well as inconsistent with the provisions of MFIPPA.

5.7.1 Providing Personal Information on this website

Generally, information on the Township's website can be accessed anonymously and does not require you to identify yourself. However, the Township of Brock may collect personal information about you when you choose to provide it. We collect only as much personal information as is necessary to assist you in conducting business with the Township via the website. The only personally identifying information arising from your use of the Township's website is what you voluntarily supply.

5.7.2 Why Personal Information is Collected

The Township collects and retains personal information for the following reasons:

- To process your requests for services or additional information
- To communicate with you regarding services that you have requested
- To meet legal and regulatory requirements

5.7.3 Use and disclosure of Personal Information

The Township is the sole owner of the information collected on the site. The Township does not use or retain personal information that you provide for any secondary purposes unless you have first been notified and your permission has been obtained. The Township will not sell, share or

otherwise disclose your personal information to any organization or individual outside the Township unless you are first notified and your permission is received, except in the following circumstances:

- To companies contracted to process your requests
- For law enforcement purposes

*Adopted by Resolution 3-5 at the May 27, 2013 meeting of the Administration & Personnel Committee

*Amended by Resolution 2024-COW-208 at the November 18, 2024 Committee of the Whole Meeting