

# WEBSITE PRIVACY & LINKING POLICY

Adopted by Council: January 10, 2006

## PRIVACY POLICY

Committed to your privacy: The City of Stoughton, Wisconsin maintains this website as a public service and is committed to protecting your privacy. The following is intended to explain our current Internet privacy protection practices.

The City of Stoughton monitors overall site traffic to ensure users of the City's Internet site are able to access information in an effective manner. By monitoring overall site traffic, the City is able to continually improve the site to better suit the users needs. While the City of Stoughton monitors overall site traffic, it does not collect individual user information from those who only browse or download information.

The City of Stoughton does not collect personal information about you unless you voluntarily participate in an activity that asks for information (i.e. sending an email, participating in a survey, or filing an online application). If personal information is requested on the web site or volunteered by the user, state law and the federal Privacy Act of 1974 may protect it. However, this information is a public record once you provide it, and may be subject to public inspection and copying if not protected by federal or state law.

The City of Stoughton does not sell, rent or otherwise distribute visitor information, including e-mail addresses, to any outside company or organization. We do not reveal specific information about subscribers or other personally identifiable data to unaffiliated third parties for their independent use, except if required to do so law.

When you link to another site, you are no longer on the City of Stoughton's Internet site and this Privacy Notice will not apply.

## DISCLAIMER

**Website Content:** You are hereby advised that any reliance upon materials on this Internet site shall be at your sole risk. The City of Stoughton has made every attempt to ensure the information on this site is correct. However, the City of Stoughton makes no representations or warranties as to the truth, accuracy, timeliness or completeness of any statements, information or materials that may be contained in the City of Stoughton Internet site. The City of Stoughton reserves the right, in its sole discretion and without obligation, to make amendments to, or correct any error or omission in, any portion of these materials at any time. In no event will the City of Stoughton be liable for any direct, indirect, punitive, special, incidental or consequential damages arising from the use of the City of Stoughton Internet site. Should you find any

information that is incorrect, please email [webmaster@ci.stoughton.wi.us](mailto:webmaster@ci.stoughton.wi.us) so that errors may be corrected.

**Outside Web Pages:** While browsing this site, you may find links to outside web pages that are not under the control of the City of Stoughton. The City of Stoughton makes no representations concerning any endeavor to review the content of sites of outside web pages and is not responsible for the accuracy, copyright compliance, legality or decency of material contained in outside web pages.

**Browser Capability:** The City of Stoughton's Internet site is designed to support Microsoft Internet Explorer (IE) 5.x and higher, and Netscape Navigator 5.x and higher. Other browsers have not been tested for compatibility.

**Monitor Resolution:** The City of Stoughton's Internet site is designed to work on monitors set for 65536 colors or more and a screen size of 800 X 600 or more. To view this site as intended, the Windows Setup program may be used to change the display driver on your computer to one that supports a minimum of 65536 colors and a screen size of 800 X 600 or more.

## **CONTACT INFORMATION**

To offer comments about the City of Stoughton's Internet site, or about the information presented in this notice, you may contact the City of Stoughton by:

1. TELEPHONE: 608.873.7523
2. FAX: 608.873.0875
3. EMAIL: [webmaster@ci.stoughton.wi.us](mailto:webmaster@ci.stoughton.wi.us)

## **CITY OF CITY OF STOUGHTON WEB SITE LINKING POLICY**

The purpose of the City of Stoughton's web site is to use the Internet to connect residents and others with convenient and timely information on City programs, services, policies, events and objectives. It is not intended to be a public forum, but is maintained for the exclusive use of the City for communicating matters of general public interest.

At its discretion, the City will consider link requests to external websites that it deems to be compatible with the goals of the site, and mission of the City. The City reserves the right to determine how, where, and for how long links will appear on its site.

The City is NOT responsible for the format, content, accuracy or privacy practices of these outside links (specifically: any site not part of the domains "www.cityofstoughton.com" or "www.ci.stoughton.wi.us"). The City is providing these links only as a convenience to visitors of the site.

The City reserves the right to refuse to post any web site links or to delete existing links in conformance with this policy, without notice.

### **Linking Criteria**

The City of Stoughton generally limits external links to outside government agencies and other non-commercial organizations actively supported by the City. On rare occasions the City may link to private organizations that are in partnership with the City. These will be decided upon on a case-by-case basis.

The City will consider links to websites for:

- Other government entities, including local, state and federal government sites, or sites operated by agencies of any of those entities.
- Educational institutions operating within the City.
- Not-for-profit organizations created, funded or supported by the City that promote the economic welfare, tourism and industry of the City.
- Private utilities that have a franchise with the City.
- Non-partisan websites that promote the participation of residents in government.
- Organizations partnering with the City to meet the City's strategic or operational goals.
- Arts, cultural, sports, major festivals and similar organizations of general interest to City of Stoughton citizens. Such links are generally to non-profit organizations.

Linking sites must meet these criteria:

- The focus of linking sites must be to educate and inform, rather than persuade or sell. The site may include advertising but must be free from intrusive advertising.
- The site's owner or sponsor must be easily identified along with contact information, including name, email address and phone number.
- The site must not promote specific political, religious or other social agendas.
- The information must be significant and timely, and managed in a professional manner (fully operational and available most of the time).

The City will not link to websites for:

- Candidates for local, state or federal office.

- Political organizations, special interest groups or other organizations supporting or seeking to defeat any candidate for elective office, or ballot issue.
- Individual or personal home pages.
- Sites that are inappropriate or inconsistent with the City's goals, or sites which offend common standards of decency and propriety.

#### Requests for Links

To request a link on the City's web site, please send information on your organization to: [webmaster@ci.stoughton.wi.us](mailto:webmaster@ci.stoughton.wi.us). This information must include:

1. How the site benefits City of Stoughton citizens, businesses or visitors.
2. The name, address and contact information for your organization.
3. A description of the goods or services your organization provides.

#### **Linking to City of Stoughton's Web Site**

Persons wishing to link to the City web site may contact the Webmaster for permission and linking procedures. Please point to the City's homepage as internal pages are periodically changed. Do not incorporate any content from this site into your site, or otherwise present our content as your own (e.g., by in-lining or capturing our pages within your frames). You should not to link to individual graphics or tables within our pages, especially in an effort to place the downloading burden on our servers. Such an action may be considered a misuse of city resources.

#### **USE OF MATERIAL FROM THIS SITE**

From time to time, people ask to use material, including graphics, contained on this site for other purposes. The design of this site and the original content provided are copyrighted by the City of City of Stoughton. For requests to use any part of this site please contact the Webmaster by e-mail at [webmaster@ci.stoughton.wi.us](mailto:webmaster@ci.stoughton.wi.us) by telephone at (608) 873-7523, or by mail at Webmaster, City of Stoughton, 381 E. Main St., Stoughton, Wisconsin 53589