

RESOLUTION

NO. 2015-92

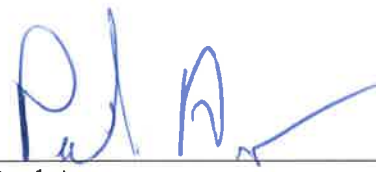
ADOPTED: July 6, 2015

BE IT RESOLVED by the Borough Council of the Borough of Hopewell that the attached
"Borough of Hopewell Web Site Policies and Terms of Use" be adopted.

ATTEST:



Michele Hovan
Borough Administrator/Clerk



Paul Anzano
Mayor

Borough of Hopewell

WEB SITE POLICIES AND TERMS OF USE

1. PURPOSE AND AUTHORIZED CONTENT

The Borough of Hopewell (“Borough”) owns and controls the Borough of Hopewell Web Site (“Web Site”), located at: <http://www.hopewellboro-nj.us>. The purpose of the Web Site is to provide information of the Borough’s choosing to the public in order to conduct Borough business, advise the public of useful and practical information and promote the Borough’s purposes, as guided by the Hopewell Borough Council. **The Borough’s Web Site is not intended to serve as a forum for open discussion and the public is only permitted to have information posted when specifically and intentionally authorized herein.**

The Borough’s Web Site and its pages, and all of the content thereon, shall be under the control and subject to the approval of the Borough Administrator or his/her designee. The Borough may also, from time to time, post content on third-party web sites when it is in the Borough’s interest to do so, such as “social media web sites” like Facebook. See Section 6.below for the general policy governing Borough use of third-party web sites.

Most content on the Borough’s Web Site is authored, drafted and edited by the Borough. Some of this content is from specific Borough departments, boards, committees and commissions (see Appendix A also for specific policy regarding Web Site use by departments, boards, committees and commissions). From time to time, the Borough Administrator or his/her designee may also include content on this Web Site that is supplied by other municipal service providers serving the Borough, including but not limited to the Hopewell Public Library and Hopewell Volunteer Fire Department; such permitted content shall be informational and of general interest to the Borough and its businesses and residents, and shall be subject to the review and prior approval of the Borough Administrator or his/her designee.

Members of the public shall only be permitted to submit private announcements and information for inclusion on the Borough’s Web Site when specifically authorized below in Section 4. “External Links” and Section 5. “News & Events and Community sections.”

2. TERMS OF USE

Generally

The Borough of Hopewell Web Site is controlled, operated, and maintained by the Borough of Hopewell (also referred to herein as “Borough” or “Hopewell Borough”). By addressing this site, you are agreeing to be legally bound to the terms and conditions specified within this document. If you do not agree with these terms, **DO NOT ADDRESS OR ACCESS THIS SITE**. The Borough of Hopewell reserves the right to change or modify these terms at any time without prior notice. Any changes or modifications will take effect immediately upon posting. Continued addressing of the Borough of Hopewell Web Site will signify your acceptance and compliance with changes or modification to its policies and terms of use. Please review the policies and terms of use set forth in this document before using the Borough of Hopewell Web Site.

Ownership and Permitted Use

All Web Site material, including but not limited to, software, design, text, images, photographs, illustrations, graphic material, or other copyrightable elements, and the selection and arrangements thereof are the property of Hopewell Borough, and are protected, without limitation, pursuant to U.S. and foreign copyright, trademark and other applicable laws. Hopewell Borough hereby grants you a personal, non-exclusive, non-assignable and non-transferable license to use and display the above-mentioned material for noncommercial and personal use only, provided that you maintain all copyright and other notices.

You agree not to reproduce, modify, display, perform, publish, distribute, disseminate, broadcast or circulate any material to any third-party including, without limitation, the display and distribution of the material via a third-party web site, without the express prior written consent of Hopewell Borough. Use of Hopewell Borough's material is only permitted with its express written permission. You further agree that you will not disassemble, decompile, reverse engineer or otherwise modify the material. Any unauthorized or prohibited use may result in civil liability and criminal prosecution under applicable federal, state, and international laws.

Submissions

Portions of the Hopewell Borough Web Site may now or in the future allow third party users to submit messages or information for posting and display, post, and display messages and information. Any such user-submitted, posted or displayed message(s) or information does not reflect the view of Hopewell Borough. Furthermore, Hopewell Borough will not assume any responsibility for losses or damages resulting from a user's submissions, posts, or messages appearing on this Web Site.

By submitting for posting and display any message, text, or other type of data, you authorize Hopewell Borough and others, to use and display this information by any means currently available or any means available in the future.

Hopewell Borough considers any information including, but not limited to, first name, last name, phone number, street address, email address, or any other information that allows one to identify a user as an individual to be personal information. Hopewell Borough collects personal information in only one way, voluntary submission. This method of collection is left completely up to the user. Therefore, if a user does not wish to have personal information displayed on the website, the user should not submit it for posting.

Reporting

If you believe that any information on the Hopewell Borough Web Site is in violation of these Web Site Policies and Terms of Use, please contact the Borough Administrator.

Advertising

The Hopewell Borough Web Site does not provide for, or rent space for advertising by outside individuals and organizations, including but not limited to, businesses, charities, non-profit organizations, clubs, religious groups, and online communities.

3. PRIVACY POLICY

Hopewell Borough is dedicated to preserving the privacy of users who access the Hopewell Borough Web Site. In accordance with this ideal, Hopewell Borough is providing information relating to our Privacy Policy. Hopewell Borough reserves the right to change or modify this policy at any time

without prior notice. Any changes or modifications will take effect immediately upon posting. Continued addressing of the Hopewell Borough Web Site will signify your acceptance and compliance with changes or modification to privacy policy. If you do not agree with this privacy policy, DO NOT ADDRESS OR ACCESS THIS SITE.

Description of Information Collection

Hopewell Borough may collect other information from users on a non-voluntary basis. This information includes, but is not limited to, IP addresses, browser types, browser versions, referencing web pages, and server names.

This information is collected by Hopewell Borough for the express purpose of statistical evaluation and better developing and maintaining the Hopewell Borough Web Site. It is not in any way used for the purposes of advertising. Other information is stored at the Borough or by its web hosting provider and is not accessible to third parties unless required by law or pursuant to court order.

4. EXTERNAL LINKS

There are portions of the Borough's Web Site that include links to external web sites. Links included on the Borough's Web Site fall into one of three categories:

- A. A link to the web site of a private person, group or organization, upon request to have that link posted. Such links shall only be posted when in compliance with the written policies governing same. Written policies governing the posting of such links are set forth herein and/or on the specific webpages where the links are posted.
- B. Links to the web sites of certain privately-owned web sites, when such information is regularly and routinely sought from the Borough by members of the public and/or the Borough (or one of its departments, boards, committees or commissions) believes the link will assist members of the community in furthering the Borough's and as set forth on the relevant web pages providing such links and subject to the written policies contained herein.
- C. Links to the web sites of governmental and quasi-governmental entities, which will be added to (and removed from) the Borough's Web Site from time to time and in the Borough's discretion. These links are posted in various locations throughout the Borough's Web Site.

While the Borough offers links on its Web Site as a means to assist the community, the Borough in no way endorses, recommends or supports the content of these third-party web sites or the groups, individuals, agencies or organizations operating those web sites. These links are provided solely as a courtesy and convenience to our visitors and as a service to the community. The Borough does not verify, endorse, or take responsibility for the accuracy, currency, completeness or quality of the content contained in these sites. The linked web sites are not owned, operated, controlled, maintained or reviewed by the Borough of Hopewell, and the Borough is not responsible for their availability or their content. When you link to one of these sites, you are no longer on the Borough's web site.

The Borough and its officers, employees, agents and consultants exercise no control over the organizations, or the views, accuracy, availability, copyright or trademark compliance or the legality of

the material contained on those servers and do not sponsor, endorse, or approve the information, opinions, views, content, products, materials, opinions or services expressed or contained on such external sites.

Furthermore, Hopewell Borough is not responsible for the quality or delivery of the products or services offered, accessed, obtained by or advertised by such sites.

The visitor proceeds to these external sites at his or her own risk. The Borough specifically disclaims any and all liability from any and all damages which may result from the accessing of a third-party web site which is linked to the Borough Web Site, or from reliance upon any such information contained on any such third-party web site.

5. NEWS & EVENTS AND COMMUNITY SECTIONS OR CALENDAR

General Policy

Two portions of the Hopewell Borough Web Site are dedicated to community announcements and notices and are known as the: "News & Events" and "Community." As a Hopewell Borough-sponsored and funded web site, the News & Events and Community sections (or calendar) are limited to announcements and notices that are solely intended to inform residents about upcoming community events. A **"community event" means a charitable, educational, cultural or recreational event that is either sponsored by a Hopewell Borough or Hopewell Valley-based organization, group or person or to which Hopewell Borough residents are invited. "Community event" shall only include non-profit events, and shall not include any for-profit, political or partisan event, or any event held for purposes of furthering a for-profit, political or partisan organization or cause.**

Submission Requirements

The announcement or notice must be limited to information concerning the upcoming community event and include: (1) the name of the group, organization or person sponsoring the event, (2) the name of any contact person, and (3) an explanation of the event, including its location and date(s) and time(s). The announcement or notice must be no more than 50 words of text only, in paragraph form. Email, hand-deliver, fax or mail your request to have an announcement or notice posted on the News & Events or Community sections to:

Webmaster
Borough of Hopewell
88 East Broad Street
Hopewell, NJ 08525
Email: webmaster@hopewellboro-nj.us
Fax: (609) 466-8511

When emailing the request, please use the words "Request for Web Site Posting" in the subject line and include your requested announcement or notice as a Microsoft Word file attachment. All requests must include the name and contact information of the person making the request. Adobe Acrobat (PDF) files such as flyers or articles with logos, photos, images or further details may also be sent in addition to (but not instead of) basic text. Such content may be included as a link from the announcement or notice.

The deadline for submissions for the News & Events or Community sections is rolling. Postings will be done on an on-going basis, so there is no cut-off for submitting announcements and notices to be included in the Bulletins Page and Community Calendar. Please allow up to one (1) week for postings to appear on the Borough's Web Site. Submissions should not be sent earlier than eight (8) weeks in

advance of an event. The Borough will remove the announcement or notice after the event is completed, or upon the written request of the person who originally submitted the request.

6. BOROUGH USE OF THIRD-PARTY WEB SITES, INCLUDING SOCIAL MEDIA WEB SITES

From time to time, the Borough may determine it to be in the Borough's interest to post Borough-generated content on a web site *that is different from* the Borough Web Site (referred to herein as a "third-party web site"). These instances fall into two (2) categories: third-party web sites which provide a service to the Borough; and social media web sites.

Third-Party Site That Provides Service to Borough

The Borough may post content on a third-party web site with whom the Borough has a contractual relationship for that third-party to provide a particular service to the Borough. See Appendix A for the specific policy regarding the posting of content on third-party web sites by Borough departments, boards, committees and commissions.

Social Media Web Sites

The Borough may post content on third-party web sites commonly referred to as "social media" web sites, such as Facebook, Twitter, Nixle or Instagram. A "social media web site" is a web site whose general purpose is for users to share information, ideas, personal messages and other content. To the extent applicable, the provisions of the Web Site Policies and Terms of Use shall govern. In addition, the following shall apply to the Borough's use of a social media web site:

- a. The intent of the Borough's posting of content on any social media web site shall be for the Borough to disseminate information to members of the public and as a channel to increase the Borough's ability to broadcast its messages to the widest possible audience. The Borough does not, however, intend to create any type of public forum or to generate on line discussions with members of the public.
- b. Whenever possible, content posted on Borough social media web pages will also be posted on the Borough's Web Site. Also whenever possible, content posted on Borough social media web pages should contain links directing users back to the Borough's Web Site for more in-depth information, forms, documents or services.
- c. Members of the public shall not be permitted to post comments or messages on any social media page or web site controlled by or representing the Borough. In the event a member of the public posts any comment or message, it shall not be read or addressed, and shall be immediately deleted.
- d. See Appendix A for the specific policy regarding the posting of content on social media web sites by Borough departments, boards, committees and commissions.

Any third-party web site, including a social media web site, that contains authorized Borough content shall be listed on the Borough's Web Site and updated as necessary.

APPENDIX A

POLICY GOVERNING BOROUGH WEB SITE AND THIRD-PARTY WEB SITE USE BY BOROUGH DEPARTMENTS, COMMITTEES, COMMISSIONS AND BOARDS

General

Subject to the following, a Borough department, board, committee or commission (collectively referred to herein as “department”) may submit department-specific content for inclusion on the Borough’s Web Site and/or on a third-party web site, including a social media web site. To the extent applicable, the provisions of the Web Site Policies and Terms of Use shall also apply.

A. Department Use of Borough Web Site

The Borough’s Web Site is aimed at providing useful and practical information to the public and advancing the Borough’s purposes. These goals are also furthered when individual departments are able to have their own department-specific content included on the Borough’s Web Site.

If a department seeks to have one or more web pages on the Borough Web Site, said department shall first obtain the Borough Administrator’s approval. Upon approval, the Administrator or his/her designee will assist the department in developing and drafting the webpage(s). Only the Administrator and/or his/her designee shall have the ability to post and change content directly on the Borough Web Site. Once a department’s webpage(s) are posted on the Web Site, the department shall draft necessary updates and changes to the webpage(s) and submit same to the Borough Administrator or his/her designee for inclusion on the Web Site.

Any such department webpage(s) and the content thereon shall advance the goals and purpose of said department and be consistent with any relevant enabling statute(s) and/or Borough Code provision(s). No department webpage(s) shall include any information that conflicts, hinders or otherwise fails to comply with the department’s goals, purpose and intent, or that is not in the best interests of the Borough. The Administrator or his/her designee shall have final editorial control over the content of the webpage(s) and shall be authorized to change and/or remove content should be in the Borough’s best interest to do so.

B. Third-Party Web Sites, Including Social Media Web Sites

There may be instances when it is in the Borough’s interest to authorize a department to submit department-specific content for posting on a third-party web site, including a social media web site.

A department may provide content for inclusion on a third-party web site which has a contractual relationship with the Borough to provide a particular service to the Borough, such as the acceptance of program registrations, acceptance of payment or viewing of videos, and that service assists the department.

In addition, a department may provide content for inclusion on a social media web site when the Borough has established and maintains an account with that social media web site, and the information to be disseminated serves the department’s purpose.

All department-specific content on a third-party web site, including a social media web site, shall first be authorized by the Borough Administrator and shall be subject to the oversight and control of the Borough Administrator or his/her designee. Such content shall advance the goals and purpose of said department and be consistent with any relevant enabling statute(s) and/or Borough Code provision(s). No department-specific content included on a third-party web site, including a social media web site, shall include any information that conflicts, hinders or otherwise fails to comply with the department's goals, purpose and intent, or that is not in the best interests of the Borough. The Borough Administrator or his/her designee shall have the control and final authority to approve, or disapprove, the content of any webpage that is controlled by, or represents, the Borough of Hopewell or any of its departments, and shall be authorized to remove same from the third-party or social media web site should it be in the Borough interest to do so.

No department, committee, commission or board shall be permitted to create a web site that is independent of the Borough Web Site, and except as provided above, no department, committee, commission or board shall be permitted to post any content representing that department, committee, commission or board on any third-party web site, including a social media web site.

Adopted July 6, 2015