



Hawkesbury City Council
Policy

Web Policy
V 2.0

Adopted by Council at the
Ordinary Meeting Held on
13 April 2010

Hawkesbury City Council



Table of Contents

1.0 PURPOSE 4

2.0 SCOPE 4

3.0 DEFINITIONS 4

 Web Site 4

 World Wide Web 4

4.0 ROLES AND RESPONSIBILITIES 4

5.0 RELATED SAFE WORK METHOD STATEMENTS (SWMS) 4

6.0 TRAINING REQUIRED 4

7.0 AMENDMENTS 4

8.0 POLICY 5



1.0 PURPOSE

Hawkesbury City Council (Council) has developed this web policy to strengthen the identity of Council's web site and to enhance its reputation in a consistent and coherent manner. Council's Web Site can be found at www.hawkesbury.nsw.gov.au.

2.0 SCOPE

Not applicable

3.0 DEFINITIONS

Web Site

A web site is a collection of information, related web pages, images, videos or other digital assets. The web site is a tool for publishing material on line for public access.

World Wide Web

The World Wide Web, abbreviated as WWW and commonly known as "The Web", is a system of interlinked hypertext documents contained on the internet that can be accessed using a web browser.

4.0 ROLES AND RESPONSIBILITIES

Authorised Officer	Roles & Responsibilities
Corporate Systems and Database Administrator	<ul style="list-style-type: none">Maintains this policy document
On Line Communications Committee	<ul style="list-style-type: none">Reviews and recommends future direction, requirements, functionality and tools
Policy Committee	<ul style="list-style-type: none">Formulates and administers this policy document

5.0 RELATED SAFE WORK METHOD STATEMENTS (SWMS)

Not applicable

6.0 TRAINING REQUIRED

Not applicable

7.0 AMENDMENTS

All amendments or changes to this policy should be referred to the authorising officer. Any proposed amendments to the policy require approval of Council.



8.0 POLICY

Introduction

Since its introduction, Hawkesbury City Council's (Council's) web site on the World Wide Web has become, for Council, one of the most important and most widely used communication channels for disseminating information to the public.

Because of the critical role the web site plays in maintaining the reputation of Council and given its strategic importance as a valuable and highly visible platform for informing many audiences about Council's activities, this Web Policy has been developed to strengthen its identity and enhance its reputation in a consistent and coherent manner.

The On Line Communications Committee

The On Line Communications Committee is a cross-functional, internal, team established to review and recommend future direction, requirements, functionality and tools and consists of the following staff members or their representatives:

- Corporate Systems & Database Administrator
- Web Development Officers
- Manager Corporate Communication
- Executive Manager - Community Partnership
- Manager Corporate Services & Governance
- Manager Planning
- Manager Cultural Services

Web Site Objectives

- To be well managed, maintained, current and user friendly
- To be consistent with Council's corporate identity
- To be the communications medium of choice for providing the community with current, relevant and easily accessible information
- To be the gateway for future efficient and accurate on-line business, governance and planning initiatives
- Comply with relevant legislation

Accessibility

Council is committed to providing site users with equal opportunity to access information on its web site. Council's Web Authors should be socially responsible and the web site designed to permit easy access to all. The primary language of the web site is English.

Web Site Links and Referencing

In general, Council's web site will not contain commercial advertising; however it may contain references (including links) to a range of external entities. Council does not necessarily endorse or support the views, opinions, standards or information expressed, directly or indirectly, by any referenced external entity. Due to the dynamic nature of the internet it is not possible to ensure that all references contained within Council's web site remain in keeping with Council's consistent and co-ordinated public image as a responsible provider of on line information.

Council has the right to deny any listing or referencing that does not adhere to the following criteria:

- Government organisations and sponsored events, projects and programs
- Council organisations and sponsored events, projects and programs



- Organisations and groups whose activities are not-for-profit. Exceptions will be made where the commercial service is primarily in the areas of:
 - education
 - health
 - aged, youth and disability services
 - sport and recreation
 - culture
 - tourism facilities
 - government representatives
 - transport
- Groups whose activities are non-political
- Groups whose activities occur within the City of Hawkesbury, or have specific relevance to Hawkesbury residents
- Other organisations and events that are consistent with Council's strategic objectives

The Council reserves the right to decline or remove any reference or inclusion that it deems to be potentially not in keeping with the above, out-dated, inappropriate, inaccurate, misleading or offensive.

External entities may provide references or links to the Council web site; however under no circumstances should this be treated as a statement of endorsement, directly or indirectly, of the entity by the Council.

All enquiries regarding this matter should be forwarded to council@hawkesbury.nsw.gov.au

Advertising and Sponsorship

Given its primary positioning as an information dissemination tool for the community, the Council does not currently undertake banner advertising and sponsorship links on its web site.

Privacy

Hawkesbury City Council is committed to protecting your personal information. This Statement outlines Council's practices relating to personal information obtained through access to its website.

Council has adopted a Privacy Management Plan in accordance with the *Privacy and Personal Information Protection Act 1998 (the Privacy Act)* and the Department of Local Government *Model Privacy Management Plan 2000*.

Cookies

Council tracks the pattern of visitor usage using a facility called a cookie. This cookie identifies and recognises the computer (but not the person using the computer) when you visit Council's website.

Cookies are pieces of information that a website can transfer to an individual's computer hard drive for record keeping.

The use of cookies is an industry standard and you will find most major websites use them. Most Internet browsers are pre-set to accept cookies. If you prefer not to receive cookies, you can adjust your internet browser to disable cookies or to warn you when cookies are being used.

Statistical Information

When you view this web site, the following information will be recorded by our Internet Service Provider (ISP) for statistical purposes:

- your server address
- your top level domain name (e.g. .com, .gov, .au, etc)
- the date and time of your visit to the site
- the pages accessed and documents downloaded



- the previous site visited
- the type of browser used.

No attempt will be made to identify you or your browsing activities from these records except in the unlikely event of a law enforcement agency exercising a warrant to inspect the Internet Service Provider's logs.

Your email address

Your email address will only be recorded by Council if you choose to send us a message. It will be used only for the purpose for which you have provided it and will not be added to a mailing list. We will not use your e-mail address for any other purpose, and will not disclose it without your consent.

Subscribe and unsubscribe email service

This Council website offers a subscribe and unsubscribe email service for people who wish to receive electronic newsletters and other updates. When you subscribe to this service your email address and, as an option, your name, is added to a database. This information is used only to provide the service you have requested and will not be used for any other purpose, and it will not be disclosed without your consent.

Links to other websites

Council's website contains links to other websites. These linked sites are not under the control of Council.

Council is not responsible for the management or protection of any personal information you provide to these sites.

Before disclosing your personal information on any other website, the Council recommends you examine the terms and conditions of using their website.

Children's Privacy

Council will take all reasonable steps to protect the privacy of children. Council asks that children under the age of 18 have a parent or guardian submit personal information on their behalf when required.

Changes to this statement

Council will occasionally update this Privacy Statement. When it is updated, Council will revise the "last updated" date at the top of the statement.

How to Contact Us

If you have any questions, please contact Council's Privacy Officer on (02) 4560 4444. Other information can be obtained from Privacy NSW.

Limitation of Liability

While every effort has been made to ensure accuracy and completeness, no guarantee is given, nor responsibility taken by Council for errors or omissions in the information.

The Council does not accept responsibility in respect of information or advice given in relation to or as a consequence of anything contained herein. The Council does not accept any liability to any person for the information or advice (or the use of such information or advice) that is provided on this web site or incorporated into it by reference.

The information on the Council's web site is provided on the basis that all persons accessing the site undertake responsibility for assessing the relevance and accuracy of its content.

Council's web site should not be relied upon as the ultimate and complete source of information on any particular topic.