

**City of Clawson, MI
Policy and Procedure**

NUMBER: PP-18	<input checked="" type="checkbox"/> Administrative
DATE: May 7, 2014	<input type="checkbox"/> Approved by Council
ISSUED BY: City Manager	
SUBJECT: City of Clawson Website Privacy and Linking Policy	

PRIVACY POLICY

The City of Clawson maintains the City website as a public service. We adhere to the goals of keeping the website informative, timely, and providing accurate internet communications. The information supplied on the City website is subject to periodic updates, deletions and additions without prior notice. While accuracy is one of our goals, the City assumes no legal liability or responsibility with respect to the complete accuracy of information, including any errors or omissions.

Unless explicitly stated, the City’s website does not collect personal information regarding the specific activities of any particular user. The only personal information the City may capture is from web forms that are completed by the public and deliberately submitted to us to receive additional information, notifications, or service(s). When used, the web forms require users to provide contact information (such as email address, name, address, telephone number) so that we may directly respond to your request. Under no circumstances is this information shared with third parties unless legally required to do so in connection with law enforcement investigations or other legal proceedings.

LINKING POLICY

The purpose of the City of Clawson website is to provide information about City services, information, attractions, events, and officials. The City of Clawson may provide links on the City website to external sites for resources outside the City that may provide services to the general public, complementary to, or in support of the services provided by the City, provided that each external site meets at least one of the following criteria:

- Links to other governmental agencies, including federal, state, county, regional, public schools, tribal, and special districts.
- Links to sites that receive financial assistance or sponsorship from the City, or a written contract by which the City provides or is provided services in collaboration with an organization to achieve a mutual goal related to the City governmental purpose.
- Links to internet, cable, and utility providers that have a franchise from the City or by which the City monitors customer service issues through a consortium.
- Links to local and regional economic development organizations that assist the City in promoting businesses throughout Clawson such as the Clawson Chamber of Commerce and the Clawson Downtown Development Authority.

The linked sites are out of the control of the City and the City of Clawson is not responsible for the content of any linked site or any link contained in an external site, or any changes or updates to such sites. The City of Clawson is providing these links as a convenience, and the inclusion of the link on the City website does not imply endorsement by the City of Clawson unless explicitly stated therein.

Linked sites must meet one of the following criteria to be included on the City website:

Advertising

Advertising or marketing materials for groups, individuals, or businesses not affiliated with the City are prohibited on the City website.

Events

Arts, cultural, sports, festivals or similar events that are sponsored by the City or have a contractual relationship with the City may have a link on the City website related to the timeliness of the event.

Information Notifications

The City website may link to a notification system that will be authorized to release information pertaining to City events, issues, emergencies, and notifications.

Political

The City will provide contact information, for reference only, for elected Federal, State, County, and Local officials. The City website will not link to any site owned or managed by a political party; candidate; organization; or special interest group; or, are of a political nature seeking to support or defeat a candidate for elective office or ballot proposal.

Press Releases

The source of all local/national news on the site will come from an authorized press release issued by the City of Clawson or other administratively approved resource.

Reverse Links

Permission to link to the City website is not required, but be aware that the page you link to may change without notice. Sites linking to City webpages should periodically verify those links for accuracy. Any link to the City website shall not imply a relationship or expressed relationship with the City.

Use and Retention of Information

Users may freely print any information that they obtain from the City website for informational or personal use only. All such documents and related graphics are provided “as is” and may not be modified. Copyright and trademark law protects elements of the City website and the City of Clawson seal is the property of the City of Clawson and its reproduction and use is strictly prohibited. Records transmitted to this site will be managed and retained as long as they are needed to meet legal standards.

Your use of this website constitutes your acceptance of these terms and conditions.

If you have any questions or comments about this policy, please feel free to contact the City Clerk’s office at 248.435.4500 ext. 116 or 118.

APPEAL FROM DENIAL OF ACCESS TO CLAWSON WEBSITE

In the event a decision is made to deny any third party access to the Clawson Website based upon the content of the **City of Clawson Website Privacy and Linking Policy**, such an appeal must be filed with the City Manager within fifteen (15) days of the action of denial taken by the City Clerk or authorized person administering the Website Policy. The burden is upon the applicant to present evidence the subject matter to be put on the Website is not in violation of the Clawson Website Privacy and Linking Policy.

The City Manager has fifteen (15) days after receipt of the appeal in which to meet and confer with the party on the appeal and to make a decision either affirming the denial or reversing the denial. Under appropriate circumstances modifications may be made to the requested content to compromise or settle the appeal in which event the appeal claim made is then held for naught.

The decision of the City Manager shall be binding and final upon the City or the individual pursuing the appeal of a denial.