

City of Bellevue, Washington

Web Site Policies and Procedures

Note: This document will be regularly updated to provide policy and procedure guidance to redevelopment and operations of the City's web page. The intent is to provide a comprehensive manual of policies and procedures governing operation and use of the city's web site. It is intended as a guideline for both visitors to the site as well as staff providing content to and administering the site.

I. PRIVACY & SECURITY POLICY

This policy applies to all pages associated with the City of Bellevue web site. We believe that protection of personal privacy is important to assure citizen confidence, increase participation in online activities, and support effective delivery of services. The purpose of our policy is to inform you about the types of information we gather when you visit our site; how we may use that information; the situations under which we disclose it to anyone; and the choices you have regarding our use of, and your ability to correct, the information. The information presented here is not meant to be a contract of any type and should not be treated as such by site visitors. The information in this statement and the policies described here may change at any time without prior notice to the visitor.

The following privacy and confidentiality principles are the foundation for the City of Bellevue privacy policy:

Public access:

- The Privacy and Security Policy will be clearly displayed on the main menu of the city's web site and on all web pages on which users submit information.
- Information in government needs to be shared, under appropriate circumstances, in an appropriate form, through an appropriate method.
- Technology changes the nature and accessibility of government business information and the prospective use of that information.
- The city reserves the right to exercise discretion when providing enhanced electronic delivery of public information.
- Unauthorized attempts to change information on this site or upload information to this site are strictly prohibited.

Information about individuals:

- The city may maintain information about individuals and other entities collected online in the conduct of government business.
- The city recognizes its responsibility to protect personally-identifiable information contained in its electronically-maintained public records.
- The city will provide the same safeguards to protect personally-identifiable electronic information that are available through other means, even if that information is not considered confidential.
- If misleading, inaccurate, or otherwise inappropriate information is brought to our attention, we will make a reasonable effort to fix or remove it.
- You may review any personal information we collect about you and may recommend changes to any personal information you believe is in error by submitting a written request describing the error. If you believe that your personal information is being used for a purpose other than what was intended when submitted, please contact us. In all cases, we will take reasonable steps to verify your identify before granting access or making corrections.
- To access the personally identifiable information we collect about you, if any, or request correction of factual errors in your personally identifiable information, contact the city's Communications Director at pio@ci.bellevue.wa.us

Sharing of information:

- When the city allows its staff members to communicate potentially confidential data over the Internet, authentication procedures and encryption schemes for potentially confidential data must be in place.
- The city may electronically share information between programs with related missions when the purpose for such sharing is to improve service delivery.

Records Management:

- The city will stay informed of and adhere to applicable public records laws and statutes.
- The city will retain only those records that explicitly serve a government purpose, as mandated by statute or regulation.
- The city has a duty to make known the procedures it has in place for the inspection of information held about an individual or other entity.
- The Information Technology Department will save a “snapshot” of the city’s web site on a monthly basis for public records retention purposes.

Responsibility:

- The City of Bellevue is neither responsible nor liable for any delays, inaccuracies, errors, or omissions arising from use of this site or any material posted on the site. The city site and all materials contained on it are distributed and transmitted “as is” without warranties of any kind.
- The city is not responsible for any type of damages that may arise from the use of, or the inability to use, the site and/or the materials contained on the site whether the materials contained on the site are provided by the city or a third party.
- The city is neither responsible nor liable for any viruses or other contamination of your system.

The city’s policy is as follows:

PRIVACY AND SECURITY NOTICE

Thank you for visiting the City of Bellevue web site and reviewing our privacy and security notice. Our privacy policy is very simple. We do not collect personal information about you unless you choose to provide it to us. We automatically collect statistical information as described below but only to assist us in improving this site. We do NOT:

- ***Share any personal information gathered on this web site with other agencies or persons unless required by law***
- ***Create personal profiles or provide personal information to private organizations***
- ***Collect and/or sell information for commercial marketing***

Automatically Collected Information

If you only browse our web site or download data, some information will be collected automatically. This information will not identify you personally. It is used only to improve this site by telling us the number of visitors and the types of browser and operating system our visitors are using. The following information is collected each time someone visits our site:

- ***The Internet domain name (examples: aol.com or foxinternet.net) from which you access our site. Note: this is not your Internet address.***
- ***The IP address from which you connected to our site. The Internet Protocol address is a number assigned to your computer or provided by your Internet Service Provider whenever you browse the Internet. We use this address to send data you request back to you.***
- ***The type of browser you used to visit our site.***
- ***The type of operating system you used.***
- ***The date and time you visit our site.***
- ***The specific pages you visit at our site.***
- ***If you linked to our site from another web site, the address of that site.***

Personal Information

In some cases you may choose to provide us personal information. You may do this by filling out a form or sending e-mail. This information consists of things such as name, address, or phone number. The information you provide will be used only for the purpose for which it is intended; however, once submitted to this web site it becomes a public record subject to public record keeping regulations including disclosure. In most cases the information you give us will be used only to help us in providing you information that you request.

Site Security

The City of Bellevue has taken steps to safeguard the information on this site including monitoring, auditing, and encryption. Security measures are taken as a part of the implementation of all City of Bellevue software and hardware infrastructure in order to mitigate risk. The City of Bellevue, however, cannot warrant as fail proof the security of information collected or provided via this web site. Unauthorized attempts to change information on this site or upload information are strictly prohibited.

Links to Other Sites

The City of Bellevue web site contains links to other sites. Once you link to another site, the City's privacy and security notice no longer applies and you become subject to the privacy and security policies of that site.

City E-Mail News Service (List Serve) Privacy Statement

By agreeing to use this service, you are granting the City of Bellevue permission to send to you periodic e-mails only about the topics for which you have subscribed.

The City of Bellevue is concerned about its subscribers' privacy and the confidentiality of their personal information. That is why we collect only the data necessary to provide the information you request: e-mail address and, when needed to customize the information sent to you, your general neighborhood location. This information is used only to ensure that messages you receive are valuable and relevant.

The City of Bellevue does not sell or rent mailing lists of its subscribers to any organization. The city may provide lists of its subscribers to project partner government agencies, and then only to provide customized information to residents or business owners who may be served by receipt of that information. PLEASE NOTE: The city may be required to provide e-mail lists to third parties if the information is requested under Washington State public disclosure law.

The City of Bellevue offers the permanent option to unsubscribe from any and all of the e-mail information services within this system. You may at any time choose to modify your contact information or remove your address entirely from the system. For your convenience, every e-mail sent through this system will also allow you to unsubscribe from the e-mail list you have chosen.

If you change your e-mail address, simply [re-subscribe](#) to the lists of your choice using your new address.

We welcome any feedback, concerns or questions from our subscribers. Please feel free to contact the [web manager](#) if you have questions or suggestions regarding this subscriber-based e-mail system.

Disclaimer

The City of Bellevue does not warranty the accuracy, reliability, or timeliness of the information published on this web site and shall not be held liable for any losses caused by the reliance on such. Any person or entity that relies on any information obtained from this site does so at his or her own risk.

Privacy & Security Policy, cont.

Cookies and Applets

Cookies are simple text files stored on your computer by your web browser. They provide a method of distinguishing among visitors to a web site and are frequently utilized to confirm the integrity of online transactions. If cookies are used, they will not contain personally identifiable information or otherwise compromise your privacy or security.

Applets are tools downloaded to your computer to work with the software you are using. Applets are intended to enhance your browsing experience by enabling you to view information in a unique manner or enable access to information that your computer would otherwise be unable to access.

Encryption

Any forms that contain personal (name, address, telephone, etc.) or sensitive information will be encrypted during transmission of that information to the city.

Online Services

If, during your visit to the City of Bellevue web site you access online services, we will collect additional information related directly to the service you are accessing. The City of Bellevue intends in future to offer more online services on the city's site and through web sites created by a consortium of Washington cities.

Electronic Commerce

The city's electronic commerce web sites allow you the option to do business with the city over the web, including making electronic payments for goods and services. Such transactions are allowed only under tightly controlled circumstances, where there are appropriate technological and other safeguards in place to protect financial and other sensitive data. Wherever possible, financial information is not seen or collected by the city itself. Instead, designated banks route the data, transfer the funds, and confirm payment to both you and the city unless the customer has signed a written request that the city retain such information.

There may be some variation in the handling of financial data, depending on the method of payment you choose. However, in all cases, measures including but not limited to encryption are used to ensure the integrity and security of your financial information.

The provision of this information must not be construed in any way as giving business, legal, or other advice, or warranting as fail-proof the security of information provided via city-supported web sites.

Outsourcing

The City of Bellevue may use private vendors to provide online services as a means to reduce costs and improve services. These vendors are acting on behalf of the city and will abide by all policies, including content compatibility and these web site policies and procedures. Contractors or vendors who are providing online services must check in with the city's webmaster before beginning work.

Vendors with which the City of Bellevue contracts to enhance design and operation of the city's web site must maintain the same confidentiality of personal information on the development and test sites as is stated in this policy. The City Attorney's Office has developed standard contract language to address this issue in contracts relating to web services.

II. LINKING POLICY

Inbound Linking

Third-party web sites may provide links to our site only on the following terms:

- The city reserves the right to refuse third parties legal permission to link to the city site.
- Links to the city site should not in any way suggest that the City of Bellevue has any relationship or affiliation with that organization, or that the city endorses, sponsors, or recommends the information, products, or services of that site.
- The city reserves the right to rescind linking permissions and to ask you to remove your link to our homepage for any reason, including if it is perceived to be confusing, misleading, or inconsistent with the mission and goals of the city in any way.
- Use of the City of Bellevue logo and web site look and feel without express written permission from the City of Bellevue is strictly prohibited.

Questions about the city's linking policy or requests to link to the city's web site should be referred to the Communications Director at pio@ci.bellevue.wa.us.

Outbound Linking

The city's web site contains links to other sites which allow you to leave the city's site. Any links contained on the city of Bellevue's web site, including hyperlinks, buttons, and referral devices of any nature, are for the convenience of the visitor only. These include links to web sites operated by other government agencies, nonprofit organizations and private businesses. Please be aware that the Internet sites available through these links, and the materials that you may find there, are not under the control of the city. Neither the City of Bellevue nor any agent, officer, or employee warrants the accuracy, reliability or timeliness of any information published on these linked sites. Consequently, the city cannot and does not make any representation to you about these sites or the materials and/or information available there. Making these links available is not an endorsement or recommendation of any of these sites, materials, or the organizations sponsoring the displayed sites to you by the city. The city provides these links only as a convenience to our users.

Moreover, the city is not responsible for the privacy practices of those sites when linked to them through the city's site. These other sites may send cookies to users, collect data, or solicit personal information. Visitors should read the privacy statements of sites that collect personally-identifiable information.

Questions about the city's linking policy should be referred to the city's Communications Director at pio@ci.bellevue.wa.us.

Approved Links

Types of sites to which the City of Bellevue currently maintains links are:

- Government agencies
- Academic institutions
- Non-profit organizations supportive of programs
- Cultural and/or community-based organizations supportive of the objectives of programs
- Services that carry out city-sponsored projects or programs*
- Organizations providing information or products relevant to projects or programs provided by the city*, and
- Public-private partnerships which further the interests of the City of Bellevue.

*Requests that the city link to an organization's or service's site should be submitted to the department managing the project, program or service for screening to document the applicability of products or services offered to projects or programs.

Sites for Which Links and/or Hosting Are Not Provided

Types of sites to which the city does not provide links are:

- Sites containing material determined to be obscene, indecent, illegal, or libelous
- Candidate sites and sites advocating positions on ballot propositions (*See "Fair Campaign Practices" section below*)
- Purely corporate commercial sites with no affiliation with projects, programs, or objectives
- Neighborhood associations. Seattle Community Network offers hosting of neighborhood sites for the greater-Seattle area.
- Individual personal homepages
- Sites violating First Amendment restrictions
- Individual religious sites.

Fair Campaign Practices

To avoid the appearance of endorsement of political content, links will not be made to sites that are associated with, sponsored by, or serve a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office, or any ballot proposal. Links to factual information prepared by the city or other public organizations--such as the King County Voters' Pamphlet, Municipal League, and League of Women Voters--may be provided as public information.

Link Maintenance

Departments will routinely check links on their web pages to ensure they are functional and contain no material that violates this policy.

III. MISCELLANEOUS ADDITIONAL POLICIES

Forums

The city does not support the use of forums or chat rooms.

Content

All content on the city's web site will be sponsored or co-sponsored by the city or directly linked to the city's policy objectives or departmental activities. Content will accurately reflect City Council and management policy positions. Political advocacy by individuals or interest groups, including current and former elected officials, is not appropriate material for the City of Bellevue web site.

In October, 2003, the city introduced a new section of the web site designed for Spanish-speaking residents as an effort to improve communication with its limited-English-speaking residents. *La Pagina de Internet de la Ciudad de Bellevue* provides links to 70 separate pages of information about the city and community services. The Spanish language web page is a first step in using the web site as a tool to serve the members of Bellevue's diverse community.

Web site integrity

- The city will maintain one official web site, with the exception that the Police and Fire Departments for public information/public safety purposes may maintain separate domains linked to the city's official web site and managed through the same policies, content guidelines, look and feel as the city's site. No other independent city-sponsored project specific websites are allowed.
- As a member of consortiums for special projects and the eGov Alliance, the city supports or participates in other web sites not part of the official city site.
- The city's Internet site will have a consistent look and feel from page to page and department to department, allowing each department room for limited creativity by following the guidelines and standards established in the Web Content Guidelines. The Web Governance Group has authority to interpret this policy and the related guidelines if questions arise.
- Each department home page, at a minimum, will include an e-mail address for contacting that department.
- The city's web site will follow established policy guidelines for use of the city's logo.
- Use of the city seal is restricted to city-sponsored or city-contracted pages.
- FrontPage is the city-standard software for content creation for any pages that cannot be managed through the remote administrator system.

Copyrights

The City of Bellevue owns the copyright and/or service marks, trademarks, patents, or other proprietary rights on designated materials contained on this web site, including but not limited to the web site look and feel, text, graphic images, software, music, video, and any other format contained on this site. You may print copies of materials or information or reference this site for your own personal, non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy. Commercial use of this information is strictly prohibited without the express written permission of the city. The City of Bellevue reserves all other rights. The City Attorney's Office will establish guidelines for material suitable for copyrighting and will provide a central file of all copyright applications.

This site may also contain some material that is copyright-protected by others. For such material, the copyright holders retain rights for reproduction or redistribution. All persons reproducing or redistributing this information are expected to adhere to the terms and constraints invoked by that copyright holder. Such protected material, however, may be used under the terms of "fair use" as defined in the copyright laws.

Accessibility

The City of Bellevue maintains its web site as a public service. This web site is designed to make it easier and more efficient for citizens and businesses to interact with city staff.

The city recognizes its responsibility to deliver services and information that are accessible and useable by all people, including those with disabilities. Our clean, simplified design will assist with many of these disabilities. We will make every effort to devote the time and resources necessary to ensure that all users enjoy access to our services and information.

The city makes no warranty or representation with respect to the accessibility of sites accessed from our site.

Advertising

Paid commercial advertising is strictly prohibited on the City of Bellevue web site. Any other promotion that appears on the city's web site must meet the goals and objectives of the city and be directly tied to a benefit to the city, such as supporting sponsored programs.