

**CITY OF REDDING, CALIFORNIA  
COUNCIL POLICY**

<b>SUBJECT</b>	<b>RESOLUTION NUMBER</b>	<b>POLICY NUMBER</b>	<b>EFFECTIVE DATE</b>	<b>PAGE</b>
<b>WARRANTY AND LIABILITY DISCLAIMER AND WEBSITE LINKAGE POLICY</b>	<b>2004-72</b>	<b>216</b>	<b>05/04/04</b>	<b>1</b>

**BACKGROUND**

Due to increased use of the City's Web Page, staff has determined that it would be prudent to develop a Warranty and Liability Disclaimer and Website Linkage Policy regarding the establishment of external links on the City of Redding's official website. This policy was developed by an independent consultant in conjunction with the City Attorney's office.

**PURPOSE**

The purpose of this policy is to inform visitors to the City's website of the City's Warranty and Liability Disclaimer and to provide information regarding the establishment of external links on the City's official website. The City's website and external links provide information about officials, services, and attractions that promote the economic welfare and tourism of the City of Redding. Providing external links is in no way an endorsement or recommendation by the City of Redding of any website maintained by another party or the information therein.

**POLICY**

The City of Redding and its information suppliers make no representations or warranties of any kind with respect to services, information, or data made available by the City of Redding, including but not limited to the warranties of fitness for a particular purpose or merchantability or non-infringement.

The City of Redding and its information suppliers make no representations or warranties of any kind with respect to the truth, accuracy, or completeness of any statements, information, materials, services, or data made available by the City of Redding on its Internet site. The City of Redding and its information suppliers assume no responsibility in connection with the use of any of the services, information, or data made available by the City of Redding.

In no event shall the City of Redding or its information suppliers be liable for any delays or failures in performance or for any interruption of its Internet site. In no event shall the City of Redding or its information suppliers be liable for any special, incidental, indirect, punitive, or consequential damages or for the loss of profit, revenue, or data however they may arise, even if the user or viewer of the Internet site has been advised of the possibility of potential loss or damage.

The City of Redding Website Linkage Policy governs the establishment of external links on the City of Redding's official website. For purposes of this policy, an "external link" is a hyperlink from the City's website to a website maintained by another party. Neither the City's website nor the external links on such website constitute a forum for expressive activity by members of the public. The City reserves the right to deny requests for external links or delete external links.

**APPLICATION**

This policy shall apply to the City's official website: <http://ci.redding.ca.us>

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**CRITERIA FOR SELECTION**

The following general selection factors will be considered, to the extent that each may apply, in selecting a link for the City's official website:

- A. Information regarding officials, services, or attractions that promote the economic welfare and tourism of the City of Redding.
- B. Recognition of an organization that is a strategic partner of the City, has co-sponsored a project with the City, or has received funding from the City.
- C. Recognition of official sites of local, state, and federal governments/governmental agencies.
- D. Timeliness and accuracy of factual material.
- E. Inclusion of META variables: Author, Keywords, and Description. META refers to protocol and format established so information may be exchanged between different data sources.
- F. Inclusion of easy links back to the City's website.

Each of the above listed general selection criteria factors may typically be employed when considering links for the City's official website.

**PROHIBITIONS**

The following factors will be considered, to the extent that each may apply, in prohibiting a link from consideration for the City's official website:

- 1. Links to personal websites are prohibited.
- 2. Links to commercial websites (except as allowed by the above criteria) are prohibited.
- 3. Links to sites associated with, sponsored by, or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate from elected office or ballot proposal.
- 4. Links to websites with obscene or objectionable images or text are prohibited.
- 5. Links shall not point to content on the City's Intranet or other server inside the City's firewall.