



CITY OF GOLETA

WEBSITE POLICIES

Section 1. General Policy Statement

The City of Goleta (“City”) is committed to utilizing a variety of tools to communicate effectively with the public. The City’s primary website is www.CityofGoleta.org and supporting websites are www.goletamonarchpress.com, www.goletabutterflygrove.com, and www.goletazoning.com. The City owns additional domains and redirects these sites to subpages on the City’s website.

Section 2. Purpose of the Policy

The purpose of this policy is to provide guideline, protocols, and procedures for the City’s websites for the front-end users. The policies will be posted on the City of Goleta’s website and linked to from the City’s secondary websites.

Section 3. Privacy Policy

This Privacy Policy explains the online information practices of the City of Goleta only. It does not apply to non-City of Goleta websites that users are able to reach from the City’s website nor to any social media sites. The City encourages users to read the privacy policies of those other sites in order to learn how they collect and use your information.

The City of Goleta takes website user privacy seriously. The City does not collect personally identifiable information about users when they visit the City’s web site or use City services, unless the user chooses to provide that information to the City.

A. What this Privacy Policy covers

This Privacy Policy covers the City website’s treatment of personally identifiable information that is obtained when users are on the City website and when users access the website’s services. This policy does not describe information collection policies on other sites, including social media sites or those linked to or from this website.

B. What type of information the City collects

The City of Goleta may automatically collect aggregate information about the use of its site, including which pages are most frequently visited, how many visitors we receive daily, and how long visitors stay on each page.

C. How the City uses the information collected

The personally identifiable information collected from and about users may be used to provide e-mail-based newsletters and other information to users as requested and to notify them from time to time about services offered by the City or other entities associated with the City. In the event of a known security or virus threat, the City may collect information on the internet content users view.

D. With whom we share information

The City may disclose information about users if the City has a good-faith belief that it is required to do so by law or legal process, to respond to claims, or to protect the rights, property or safety of the City of Goleta or others.

The City may disclose personally identifiable online information that users have provided to representatives within the City of Goleta and related entities, other government agencies, or other named entities. In order to address, meet, and combat security and virus threats, the City may also share some information collected automatically, such as IP addresses, with other government agencies.

The law may require the City to share collected information with authorized law enforcement.

E. Children and the collection of information

The City does not intentionally collect information from children under the age of 13. The City will comply with the Children's Online Privacy Protection Act (COPPA) at all applicable times.

F. Changes to this Privacy Policy

City of Goleta may revise and update this Privacy Policy at any time. Users continued usage of this site means they accept those changes.

Section 4. Language Translation Policy

Translation of the City of Goleta's websites and pages may occur through a variety of third party services that the City does not control. These translation services should be considered only as a convenience to City website visitors and not as any warranty, assurance, guarantee, or promise by the City of Goleta as to the accuracy of any translations provided. The translations provided by these third party sites may not produce an accurate or precise translation any nor all of the time and are likely just an approximation of our original content. Any translations received should only be used as a rough guide. The official text is the English version of the City's website. If users rely on information from one of these third party translation providers, users are doing so at their own risk. The City of Goleta shall not and will not be liable for damages or losses of any kind arising out of, or in connection with, the use or performance of such translation activities and services, including but not limited to, damages or losses caused by reliance upon the accuracy, reliability or timeliness of any such information, or damages incurred from the viewing, distributing, or copying of such information.

Please be aware that when users request a translation from a third party service, they are leaving the City of Goleta website.

Section 5. Open Government Policy

All information on this site and on the City's social media sites are public records and subject to, among other things, the California Public Records Act. These types of laws help bring users peace of mind by ensuring the City of Goleta is open and that the public has a right to access appropriate records and information possessed by the City. There are, of course, exceptions and exemptions to the public's right to access all public records. Users are invited to review California Government Code, Sections 6250 through 6276.48 for more information. If assistance in requesting records is needed, please contact the City Clerk's office at 805-961-7505.

Section 6. ADA Policy

The City of Goleta has attempted to design its online public activities accessible to and by everyone. The City has made every effort to ensure the website's compatibility with commonly used assistive technologies. The City will continue to maintain the website in compliance with the Americans with Disabilities Act to every extent reasonably possible.

The City of Goleta does not operate or control its social media sites and is not able to control the terms and conditions of the social media site provider.

The City of Goleta has established an ADA/Section 504 Coordinator to answer any questions you might have. For inquiries, contact Todd Mitchell, HR & Risk Manager, 805-961-7525.

Section 7. Copyright and DMCA Policy

Images, photographs, written works and graphics used by the City on the website and social media site(s), unless otherwise noted, are the property of the City of Goleta and are protected under both United States and International Copyright Laws. City images, photographs, written works and graphics may not be reproduced, copied, transmitted or manipulated without the written permission of City of Goleta. Use of any image or content from the City's social media site(s) as the basis for any other, literary writing, photograph or illustration (in any format) is a violation of the United States and International Copyright laws.

For questions pertaining to the City's intellectual property rights or for permission to reproduce the City's social media please contact us at 805-961-7507 or pio@cityofgoleta.org.

The City of Goleta has a designated agent authorized to receive notification of alleged copyright and trademark infringement claims in accordance with the Digital Millennium Copyright Act (DMCA). The City will promptly respond to notices of alleged infringement that comply with the DMCA, 17 U.S.C. § 512 (c). There are many ways to respond to such claims. The City may, for example, temporarily remove or disable access to the material that is the subject of inquiry until a resolution or determination is reached. The City will make a good faith effort to contact the owner or creator of any questioned content so that they may make a counter notification pursuant to sections 17 U.S.C. § 512(g)(2) and (3) of the DMCA.

Some content on the City's website or in a social media context may be posted according to the "fair use" doctrine of copyright law for non-commercial news reporting, education and discussion purposes.

If users have concerns regarding the use of protected intellectual property on the City's website or social media page(s), please contact the City at 805-961-7500.

- **DMCA Agent Designation Form**

A notice of claimed infringement delivered to our Designated Agent must include the following (pursuant to 17 USC §512 (c)(3)(A)):

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site;
- Identification of the material that is claimed to be infringing or to be the subject of the infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to help us locate the material;
- Information reasonably sufficient to permit us to contact the complaining party, such as an address, telephone number, and, if available, an electronic mail address at which the complaining party may be contacted;
- A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law;
- A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.
- The City of Goleta will comply with the appropriate provisions of the DMCA in the event that a counter notification is received by its Designated Agent.

Section 8. Website Linking Policy

The purpose of the City's website is to primarily provide information about City programs, services, meetings and initiatives. These may include:

- a. Job opportunities;
- b. Vacancies on City commissions, boards and committees;
- c. Volunteer opportunities
- d. Emergency preparedness information;
- e. Public health awareness;
- f. Energy conservation initiatives;
- g. Utility rate assistance programs;
- h. Environmental preservation efforts;
- i. Alternative transportation programs;
- j. City meeting broadcast schedules;
- k. City office and facility schedules, including holiday closures;
- l. Public safety information;
- m. Emergency communications information;
- n. Information on City permitting or licensing services and processes;

- o. City contact information;
- p. Public meetings and workshops.

The City may also provide content or link to content from other government agencies in the areas for the purpose of posting notices of upcoming events or notices pertaining to public services, programs or initiatives as defined above. Said government agencies shall be limited to:

- a. The County of Santa Barbara;
- b. State of California;
- c. Local special districts; and,
- d. Federal Government agencies.

As time permits, the City may also post content from local non-profit community based organizations for Goleta-area events and public information affecting City residents.

Additionally, the City may post Public Service Announcements (PSA) intended to benefit the public interest, raise awareness on an issue, affect public attitudes, and potentially stimulate action.

Links to for-profit organization websites will not be posted on the City's website.

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