

ADMINISTRATIVE POLICY NO. 15-01

CBJ WEBSITE POLICY

I. INTRODUCTION

The City and Borough of Juneau (CBJ) created its official website (www.juneau.org) as a public service to provide information about CBJ services, departments, officials, meetings, and attractions. The CBJ is providing this policy to explain our online information practices and choices individuals may make about the way information is collected and used by the CBJ. The CBJ is a public entity and documents hosted on the CBJ website may be subject to open records requests.

II. TERMS OF USE

Users agree that they will not use the site for any unlawful activity, or use it in any way that would violate this policy. Use of this website shall comply with all federal, state of Alaska, and CBJ laws, regulations, statutes, and ordinances. Unauthorized attempts to upload information or change information on this website are prohibited and may be punishable under state law and federal statutes. We monitor network traffic to identify unauthorized attempts to upload or change information or to otherwise cause damage to the CBJ website.

III. PRIVACY POLICY

Except when provided voluntarily, we collect no personally identifying information about individuals who visit this website. We do not give, share, sell, or transfer any personally identifying information to a third party unless we are legally required to do so. Personally identifying information you provide will be used only in connection with CBJ programs and services or for such other purposes as are described at the point of collection.

We collect statistics and analyze our website traffic from information that is automatically provided by each website visitor's website browser. This information includes IP addresses, referring pages, the date/time of the visit, and which pages were visited. Our analytics software presents this information to CBJ staff in an aggregated fashion and we use it to improve services and track server performance.

IV. EXTERNAL LINKING POLICY

The CBJ website contains links to local, state, and federal government resources. The CBJ, nor any of its departments, creates or intends to create a public forum on any CBJ website. The primary purpose for linking to external websites is to:

- a. Provide information about CBJ services available to the public; and,
- b. Provide information about services available to the public from other private, non-profit, and public organizations in partnership with the CBJ.

To avoid any perception that the CBJ endorses or provides favorable treatment to any private person, business enterprise, or corporation the CBJ does not link to commercial websites or display non-CBJ logos without the express written approval of the City Manager or City Manager's designee when they do not satisfy the primary purpose of linking to external websites.

As the CBJ does not control external websites, the CBJ cannot be held responsible for any content included in them. The CBJ retains the right to remove external links at any time and without notice.

V. ACCESSIBILITY

The CBJ complies with ADA regulations and recommendations and employs the use of Cascading Style Sheets (CSS) which makes webpages more accessible to text-based readers and screen readers. In addition to CSS, many documents on this website are posted in PDF format, an industry standard. All PDF documents submitted for use on the CBJ website will meet all current RFC and ISO requirements for PDF usage. Currently Adobe Industries meets and maintains all RFC and ISO requirements. Adobe works to deliver accessibility instructions and tools to meet accessibility needs. Their tools can be located at www.adobe.com/accessibility.html.

If for any reason you are unable to use these accessibility tools and need a text-only copy of a PDF file posted on this site, please send an email to the webmaster via www.juneau.org/webcontact with a description of the file you need and the URL of the page that links to it. We will return a text-only copy of the file to you by email as soon as possible.

Accessibility tools for PDF documents function differently based on the original method of creation for the document. PDF files created from older scans of print files are often not readable by modern accessibility technology. Document readers for these and any other print documents are available at any location of the Juneau Public Libraries.

VI. GENERAL PROVISIONS

- A. **Scope:** This policy applies to all agencies and employees of the City and Borough of Juneau, Alaska.
- B. **Authority to promulgate policy:** The City Manager of the City and Borough of Juneau, Alaska, maintains the authority granted by the CBJ Charter to order policy and the guidelines for implementation.
- C. **Effective Date:** This policy will take effect on date policy is signed.

Dated at Juneau, Alaska, this 7th day of July, 2015



Kimberly A. Kiefer
City and Borough Manager