

Jefferson County Web Site Linking Policy

Drafted: 1/16/2009

I. Purpose

The Jefferson County Web site (www.jeffcointouch.com) exists as an information and communication channel for the citizenry of Jefferson County. Consequently, all data displayed and/or transmitted on the County Web site is provided for the purposes of local government activities of the County. Additionally, all links displayed on the County's Web site (and derivative Web sites) should pertain to subject matter reflective of the County's mission and objectives.

All non-County affiliated links listed on the County's Web site are initially discussed and/or reviewed through a sanctioned approval process by selected members of the Department of Information Technology. Final approval is then granted by the Chief Information Officer (CIO), Jefferson County Department of Information Technology.

Links presented on the County's Web site will be both practical and appropriate. The theme of all external sites (that are linked from the County's site) should be common in nature to that of the County's site and reflect the related purposes of the two entities. Link requests to external sites should be submitted by the authorized contact (responsible party) of the business or organizational entity. This individual must have business/organizational permission to make the request in question prior to their submission.

II. Jefferson County Web Addresses

Jefferson County has established multiple domain names for various County departments, programs and services to address County-related matters on the World Wide Web/Internet. County domain names (and any variations thereof) should be regarded as property of Jefferson County. Permission to use any County domain names/Web addresses in any capacity must be supplied by authorized personnel of Jefferson County. Web addresses including, but not limited to, the following fall under the province of Jefferson County:

<http://www.jeffcointouch.com/>
<http://jeffco.jccal.org/>
<http://jccal.org/>
<http://www.jeffcoema.org/>
<http://www.jeffcofinance.com>

III. External Site Restrictions

In order for non-County affiliated Web site links to attain placement on Jefferson County's Web site(s), the links must be deemed acceptable and can not promote or imply any questionable subject matter. A curtailed list of sample Web sites and/or resulting subject matter that is considered inappropriate as link placement on any County Web site (and should not be linked from any such external site) fall under any of the following categories:

1. Illegal content, products or activities;
2. Advertisements that would give the impression of endorsement or approval of said advertisement by Jefferson County;
3. Publicly or privately owned businesses;
4. Obscene or explicit content;
5. Endorsement of any political party or candidate;
6. Endorsement of any religious figure or religion;
7. Personal Web sites;
8. Cynical or disparaging content;
9. Online chat, forum or other social networking Web sites;
10. Alcohol, tobacco or weapons that can induce physical harm;
11. Content, product, activity, etc. that would constitute a violation of local, State or Federal laws;
12. Web sites that redirect users to a Web site/page that differs in nature from the approved link.
13. Questionable material that may reflect poor judgment on the part of Jefferson County Management and/or Commissioner(s);

IV. Link Requests

To request a link on the Jefferson County Web site: 1) Make your request in written form. This will ensure proper documentation and recording of your request. The authorized contact should submit a brief request via mail, fax or email including their company/organizational contact information (Name, company/organization name, physical address, telephone number and email address), company/organization Web site address and Web address of the requested link – if different from the company/organization Web site address; 2) Address your request to the Webmaster, Jefferson County by way of the contact information listed here:

Mail to:

Jefferson County Courthouse
Attn: Webmaster – Link Request
716 Richard Arrington Jr., Blvd. North
Suite A-700
Birmingham, AL 35203

Fax:

(205) 325-5613

Alternatively, you may submit your request via e-mail to webmaster@jccal.org.

After review, submitters of approved requests will be notified after the link has been placed on the appropriate County Web site(s).

Note: Approval of any link request submitted to Jefferson County should not be interpreted as certain, promised or guaranteed. Additionally, the location of approved links on any County Web site will be determined by Jefferson County.

V. Disclaimer

With regards to hyperlinks (“links”) on any Jefferson County-owned Web site/pages (or any derivative Web site/pages), the guidelines outlined in this policy will apply. The determination of whether external links and/or Web sites meet Jefferson County’s standards will be decided solely by Jefferson County.

This policy should be regarded as continual, as any aspect of this document may be revised, amended, or removed at any time. The requestor is responsible for all knowledge of this policy and its revisions from the time of its release for public viewing on any County-owned Web resource.

At its discretion, Jefferson County can remove any approved link if it is determined that the approved status of the Web site/pages has been modified in an unacceptable manner to the County or it is in the best interest of the County to discontinue offering the link on the applicable County site(s).

Note: Exceptions to the aforementioned External Site Restrictions (Section III), such as authorized County affiliations, are permitted for Web site display. Link authorization for all non-County organizations, events, departments, etc., will ultimately be determined by the CIO, Jefferson County.

For all County departments that would like to have link placement on any County site(s), please submit your request to webmaster@jccal.org.