



TOWN OF PITTSFIELD  
BOARD OF SELECTMEN  
Town Hall, 85 Main Street  
Pittsfield, New Hampshire

## Website Link Policy

The Town of Pittsfield website is maintained by Town of Pittsfield Webmaster. In the course of providing informational resources and services, town web pages may include links to external websites created and maintained by organizations other than the Town of Pittsfield.

The Town of Pittsfield Webmaster will determine whether the external website fits with the *purpose* of the town website and where the link should be placed within the site's content structure. Links may be removed or replaced at the discretion of the Webmaster at any time and without notice.

1. Links to external sites may be added when consistent with the *purpose* of the Town of Pittsfield website, *purposes* that include:

- To expand and centralize access to government information and services;
- To provide a convenient mechanism for conducting Town of Pittsfield business;
- To provide online services that would otherwise require a trip to Pittsfield Town Hall;
- To provide current information regarding Town of Pittsfield functions and events including events licensed by the Town of Pittsfield.

a. Links to sites that contain the following types of content *will not* be considered for inclusion on the town website.

- Sites that exhibit hate, bias, discrimination, pornography, libelous or otherwise defamatory content.
- Sites that express affiliation or advocacy of a political party, organization, or candidate running for office.
- Sites that express personal opinions or serve as a forum for political discussion.
- Sites that include content which is not suitable for readers or viewers of all ages.
- Sites with content that infringes on any trademark, copyright, or patent rights.
- Sites with content that a reasonable citizen may not consider to maintain the dignity and decorum appropriate for government.

b. Links to external sites may be removed for the following reasons:

- The link no longer points to the original information or resource to which it was originally intended.
- The linked website contains inaccurate or misleading information or has changed such that it is no longer in compliance with this policy.
- Access to the information has become problematic due to non-standard formatting, lengthy download times, or intrusive advertising.
- The link is permanently unreachable or remains unavailable for a lengthy period.

c. The Town of Pittsfield via the webmaster, may, in its sole discretion, provide links to websites of non-profit organizations as well as private or commercial entities if they offer information or services related to topics covered on the Town of Pittsfield website and are consistent with the *purpose* of the town website.

d. All requests for links will be evaluated by the Webmaster on a case-by-case basis.

e. Decisions by the Webmaster may be appealed to the Board of Selectmen in writing and shall state the reasons for the appeal.

## 2. Link Content:

Links to external sites shall include no more than a text link to the external site, a brief, unbiased description of the link destination, and an appropriate image that depicts the business or program linked to. Images that do not adhere the content restrictions outlined by this policy or degrade the cohesive appearance of any town web page are not to be included on the Town website at the discretion of the Town Webmaster.

## 3. Link Requests:

Requests for the addition of external links on the town website are to be emailed to the Pittsfield Webmaster. Requests may be emailed to [pittsfieldwm@metrocast.net](mailto:pittsfieldwm@metrocast.net), or mailed to Webmaster, Town of Pittsfield, P.O. Box 98, Pittsfield, NH 03263. The Webmaster will inform the Town Administrator when new links are added.

4. Link protocol - linking to the Town of Pittsfield website is permitted with the following limitations:

- [www.pittsfield-nh.com](http://www.pittsfield-nh.com) pages may not be displayed within frames, or present town website content as if owned by any external organization or party.
- There shall be no statement or implication that the Town of Pittsfield is endorsing any product, site, or service.
- The Town of Pittsfield does not guarantee reciprocal links.

**5. Website Informational Postings:**

**Official information such as notices, meeting agendas and minutes will be posted on the Pittsfield web site by the Webmaster only. The information must comply with the hyperlink policy and the intent of the site being a non-commercial, public information vehicle.**

**6. Copying or using of material from the Town of Pittsfield Website:**

**Certain data such as the Town Seal, pictures of employees, boards, pictures of individuals shall not be used in any manner or form unless permission has been granted either by the Town Administrator or Town Webmaster.**

**7. Disclaimer:**

**The Town of Pittsfield is not responsible for the content of external websites. A link from the Town of Pittsfield website does not constitute or imply endorsement, recommendation, or favoring of any specific commercial product, viewpoint, or service.**

**Town of Pittsfield staff makes an effort to ensure that information published on the town website is accurate and current. Neither the Town of Pittsfield nor any agency, officer, or employee of the Town of Pittsfield warrants the accuracy, reliability or timeliness of any information published on the Town of Pittsfield website, nor endorses any products or services linked from the town web system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of the information may be incorrect or not current.**

**Any person or entity that relies on any information obtained from this system does so at their own risk.**

**Adopted: July 25, 2006 by the Board of Selectmen, Pittsfield, NH.**