

City of Keene Website Link Policy

The ci.keene.nh.us and keenenh.gov website is maintained by City of Keene staff. In the course of providing informational resources and services, City web pages may include links to external websites created and maintained by organizations other than the City of Keene.

Links to external sites may be added when consistent with the purpose of the ci.keene.nh.us and keenenh.gov website, which includes:

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

Links to external sites that have information pertaining to topics covered on the City website may be published on City web pages. The City of Keene may, in its sole discretion, provide links to websites of non-profit organizations as well as private or commercial entities which offer information or services related to topics covered on the ci.keene.nh.us and keenenh.gov website and are consistent with the purpose of the City website. All requests for links to non-governmental sites will be evaluated on a case-by-case basis.

The City of Keene Communications and Marketing Director or Information Technology (IT) Director will determine whether the external website fits with the purpose of the City 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 Communications & Marketing Director or IT Director at any time and without notice.

Links to sites that contain the following types of content will not be considered for inclusion on the City 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 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.

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 to point.
- 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.

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 City web page are not to be included on the City website at the discretion of the City Communications & Marketing Director or IT Director.

Link Requests

Requests for the addition of external links on the City website are to be emailed to the City of Keene Communications & Marketing Director. Requests may be emailed to communications@keenenh.gov, phoned to (603) 757-1828, or mailed to Communications & Marketing Director, 3 Washington St., Keene, NH 03431.

Links To The City Of Keene Website

Linking to the ci.keene.nh.us and keenenh.gov website is permitted with the following limitations.

- ci.keene.nh.us and keenenh.gov pages may not be displayed within frames or present ci.keene.nh.us or keenenh.gov content as if owned by any external organization or party.
- There shall be no statement or implication that the City of Keene is endorsing any product, site, or service.
- The City of Keene does not guarantee reciprocal links on any ci.keene.nh.us or keenenh.gov website.

Disclaimer

The City of Keene Privacy Policy applies only to ci.keene.nh.us and keenenh.gov web pages and web services. The Privacy Policy does not extend to external websites, whether or not linked from the City website. The City of Keene is not responsible for the content of external websites. A link from the ci.keene.nh.us or keenenh.gov website does not constitute or imply endorsement, recommendation, or favoring of any specific commercial product, viewpoint, or service.

City of Keene staff makes an effort to ensure that information published on the City website is accurate and current. Neither the City of Keene nor any agency, officer, or employee of the City of Keene warrants the accuracy, reliability or timeliness of any information published on the ci.keene.nh.us or keenenh.gov website, nor endorses any products or services linked from the City 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.