

EAST COLUMBIA BASIN IRRIGATION DISTRICT

RESOLUTION NO. 2022 – 10

Website Policy

WHEREAS, the District desires to implement a website for District business and information;

NOW, THEREFORE BE IT RESOLVED by the Board of Directors of the East Columbia Basin Irrigation District that the following policy and procedures for the website be adopted:

1.0 Website Policy.

1.1 Purpose. The purpose of this Policy is to establish regulations for the development, operation, and administration of the District's website. The core purpose of the District website is to provide a convenient and information-rich resource for landowners and other stakeholders to obtain and disseminate specific information related to the District.

1.2 Authority of Manager. The Manager or his/her designee shall have the authority and responsibility for the implementation of this Policy. This Policy shall be posted on the District website.

1.3 Content. All content on the District's website will be sponsored or cosponsored by the District or directly linked to the District's policy objectives or activities. Content will accurately reflect Board of Director policy positions. Political advocacy by individuals or interest groups, including current and former elected officials, is not appropriate material for the District website. Paid commercial advertising is strictly prohibited on the District website.

1.4 Privacy.

A. Web Server Log Files. Every visit to any page of the District website is automatically recorded in a log file created by Google Analytics. These log entries record information about the visit that is used to understand how many visitors come to the site and how they use it. These log entries cannot be used to identify any individual person. All visits recorded in this way are anonymous.

Examples of the types of information automatically recorded include:

- The date of the visit.
- If the website was reached by using a link from another website, the name of the referring site is recorded.
- If the website was reached using Web search software, the word or phrase searched for is recorded.
- The Internet Protocol address (IP address) of the computer used to access the website. This number is needed by the Web server to send each page to the visitor who requested it.

The data collected in these log files is analyzed to extrapolate information about how visitors use the website. This includes, but is not limited to:

- Counting the number of visitors for a given time period.
- Measuring the average number of pages viewed during each visit.
- Measuring the average length of time each visit lasts.
- Identifying the most frequently visited pages.
- Understanding how visitors reach the site, and how they navigate within the site.

These analyses are used to generate reports on website traffic. The reports are distributed to District employees involved with publishing material on the website, so they may better understand how the site is used, and to make improvements.

Reports will be downloaded and archived monthly for District records.

B. Voluntary Information. The District website collects no personal information about visitors, unless the visitor voluntarily provides the information by sending an email or filling out a form online. Forms may be used for such purposes as:

- Surveys to gather public opinion on an issue.
- Registrations to receive information about an issue or District service.
- Requests for District services, or to report problems.
- Applications for employment, or for voluntary positions.

The voluntary personal information collected with online forms may include the user's name, address, telephone number, and age. This information may be stored in a database, delivered to District employees via email, or both.

Applications for employment or volunteer positions submitted online may also include personal information about the applicant's education, employment history, and personal references.

Online forms designed specifically to report problems with the website may automatically gather some information about the visitor's computer, such as the operating system and browser software used. This information is important in assisting the employees who maintain the website and the server.

Emails sent to District employees or elected District officials automatically include the email address of the sender. Any personal information provided in an email will be treated in the same way as personal information submitted using an online form. Emails may be forwarded to the appropriate agency or District department for response or other action.

The District does not:

- Collect or sell information for commercial marketing
- Share any personal information with other agencies or persons if prohibited by law. Some District projects involve collaboration with other local or State government agencies. Voluntary personal information submitted to the District to express interest in or make comments about such projects may be shared with the other agencies involved.
- Responses to surveys, comments, and demographic information provided by visitors may be aggregated to produce statistical reports. These reports may be released to the public, and may include, without attribution, comments provided by site visitors.

C. Cookies. “Cookies” are small text files generated by the Web server and stored on a visitor’s computer. Cookies placed by a Web server can be read by the server at a later time. The purpose of cookies is to help distinguish each visitor. A cookie might store information about when the visitor last accessed the website, or a marker that indicates a visitor had previously viewed a particular page. For example, if an online survey was conducted on the website, and the intention was that each visitor should only complete the survey once, a cookie might be created when the survey form is submitted to signify that the visitor has completed it.

Cookies stored on a visitor’s computer by the District website do not contain personal information. Cookies may contain an identification number that can be read by the Web server as part of a system to provide content that is customized for an individual visitor. An identifying number of this type would be stored only if the visitor requested customized content by completing an online registration form. For more information about cookies, visitors are advised to consult the documentation for their Web browser software.

1.5 Security. The District applies security measures to protect the loss, misuse, and alteration of the information under the District’s control. Backups of the District website will be held in accordance with the laws of the State of Washington on the preservation and destruction of public records. From time to time, security measures may be upgraded or otherwise modified to meet changing needs. While the District endeavors to keep secure all information it receives via the District website, the District cannot guarantee the security of the information.

1.6 External Links. The District website includes links to external websites that are not under the control of the District. The inclusion of such links on the District website is for the convenience of visitors to the site. The inclusion of any link does not imply endorsement by the District or any association between the District and the operators of the site. The District is not responsible for the content of any linked site, or any link contained in a linked site, or any changes or updates to such sites. The District is not responsible for webcasting or any other form of transmission received from any linked site; or for any computer software, virus, or data file that may be placed or activated on the visitor’s computer by a linked site. Visitors to

external sites linked from the District website are advised to contact the operators of those sites with any questions about accuracy, copyright compliance, legality, or privacy.

The external websites linked from the District website may include links to other websites containing information that some people may find offensive or inappropriate. The District makes no representations concerning any endeavor to review the content of external web pages and is not responsible for the accuracy, copyright compliance, legality, or decency of material contained in sites linked from external web pages.

The District may exercise discretion to ensure that the links to the District website are consistent with the purpose of the District website.

- A. Each proposed external link on the District website shall be reviewed to determine its relevance and appropriateness to the purpose of the District website. The Manager or his or her designee shall review the merits of the proposed external link based upon the criteria set forth below. The Manager or his or her designee shall also determine whether the external link serves the purpose of the District website. A proposal for an external link will not be denied based on the viewpoint espoused by the individual or entity.
- B. When the below criteria do not provide clear guidance, the Manager or his or her designee reserves the right to make a decision based on the general intent of the criteria outlined below and what he or she believes is in the best interest of the District.
- C. The District shall use the following criteria in considering proposals for external link from the District website:
 1. Sponsored by governmental and public educational institutions.
 2. Sponsored by nonprofit organizations that perform services for the District.
 3. Sponsored by organizations partnering with the District to meet the District's strategic or operational goals.
 4. Sponsored by professional associations affiliated with irrigation districts or other municipal organizations.
- D. The District website will not provide external links to websites that:
 1. Promote or exhibit hate, bias, discrimination, pornography, libelous or otherwise defamatory content.
 2. Have a primary purpose of furthering the agenda of a political organization or a candidate running for office or defeating any candidate for elective office or ballot proposal.

3. Violate any of the District's equal opportunity policies.
 4. Consist of personal home pages operated by individuals.
 5. Commercial sites without affiliation with District projects, programs, or objectives.
- E. The District reserves the right to determine how and where external links will appear on the District websites.
- F. **Application for External Link.** To request the addition of an external link to the District website, the applicant shall send the relevant URL address, website description and purpose, and provide a brief statement as to how the proposed website fulfills the noted criteria called forth in Section C, above. The decision to post or not post content and/or links on the District website resides solely with the Manager, subject to review by the Board of Directors. The decision of the Board is final and binding. Under no circumstances will individuals or entities be entitled to compensation or damages in the event that the Board or his or her designee directs the District to include or exclude the content or link.

1.7 Disclaimer. The District has made every effort to ensure the accuracy of the information provided on its website. However, neither the District, nor any official, officer, or employee of the District warrants the accuracy, reliability or timeliness of any information published by this system, nor endorses any content, viewpoints, products, or services linked from this system, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of such information may be incorrect or not current. You are hereby advised that any reliance upon any materials on this website shall be at your sole risk. The District reserves the right, at its sole discretion and without obligation, to make amendments to, or correct any errors or omissions in any portion of these materials at any time.

While the District strives to maintain the accuracy and timeliness of this website, the District makes no representations or warranties as to the truth, accuracy, or completeness of any statements, information, or materials concerning the information that may be contained on the District website. In no event will the District be liable for any direct, indirect, punitive, special, incidental, or consequential damages; however they may arise, even if the District has been advised of the possibility of such damages.

The District does not represent or warrant that the website will be uninterrupted or error-free, that defects will be corrected, or that the web pages or the server that makes them available are free of viruses or other harmful components. By using the District website, visitors assume all risks associated with its use, including risk of the visitor's computer, software, or data being damaged by any virus, program, or file, which might be transmitted or activated by a District Web page or the visitor's access to it.

To the extent permitted by applicable law, by using the District website, the user agrees to defend, indemnify, and hold harmless the District, its officials, officers,

employees, representatives, and agents from and against all claims and expenses, including attorney's fees, arising out of the user's use of the District website or materials and information contained on the District website.

1.8 Accessibility. The District website is intended to be accessible to people with disabilities. Requests for reasonable accommodations relating to equal access to communication, or other issues relating to District Website accessibility, should be directed to dwalraf@ecbid.org

1.9 Service Marks, Trademarks, and Copyright. The District retains copyright on all text, graphic images, and other content provided on this site. To the extent allowed by the Public Records Act and otherwise legally permissible, commercial use of District web materials is prohibited without the written permission of the District. Copies of any information may be printed, or saved as a computer file, for personal use. Written permission is required from the District to distribute the text or graphics to others in any manner, including republishing the text or graphics on another Web server. All service marks and trademarks mentioned herein are the property of their respective owners. No person or entity shall engage in any of the following conduct without written permission from the Manager or his or her designee: a) modify and or use the text, images or other District website content from a web server, b) distribute the District's web content, and c) "mirror" the District's information on a non-District server.

Material made available via the District's website is property of the District and intended for informational purposes only. Any re-use, transmission, duplication, or distribution of any material found on an official District website must be clearly attributed to the District. Commercial uses of copyrighted materials found on a District website is expressly prohibited without express written consent of the District. Any and all trademarked or copyrighted logos or taglines may not be used for any non-governmental purpose.

1.10 Notice to the District. Communications through the District website, by e-mail or otherwise, shall in no way be deemed to constitute legal notice to the District or any of its elected officials, officers, employees, agents, attorneys, or representatives, with respect to any existing or potential claim or cause of action against the District or any of its elected officials, officers, employees, agents, or representatives. No communication through the District website shall be deemed to constitute legal or official notice for any purpose.

1.11 Public Records. All information collected by the District website, including email, becomes a public record under the laws of the State of Washington, and may be subject to inspection and copying by the public.

Personal information and emails submitted by the public to the District through the District's website is retained in accordance with the laws of the State of Washington on the preservation and destruction of public records.

2.0 Corrections. The Secretary-Manager is authorized to make necessary corrections to this policy including, but not limited to, the correction of scrivener's/clerical errors, references, numbering, section/subsection numbers and any references thereto.

DULY ADOPTED in Open Meeting this 6th day of April, 2022.

BOARD OF DIRECTORS

(Seal)

Attest:

Secretary