

## **Privacy Policy and Disclaimer**

Any individual accessing, browsing and using a City of El Segundo Social Media site accepts without limitation or qualification, the City's Social Media Policies (hereafter "Policies"). These terms and conditions apply only to the Social Media sites (defined here as third party hosted online technologies that facilitate social interaction and dialogue, such as Facebook, Twitter and YouTube) that are managed by the City of El Segundo.

The City of El Segundo reserves the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of El Segundo Social Media site following the posting of any modification signifies acceptance of such modification.

All users of a City of El Segundo Social Media site are also subject to the site's own Privacy Policy. The City has no control over a third-party site's privacy policy or their modifications to it. The City also has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on the City of El Segundo Social Media site as part of the site's environment.

The City of El Segundo operates and maintains its Social Media sites as a public service to provide information about City programs, services, projects, issues, events and activities. The City of El Segundo assumes no liability for any inaccuracies these Social Media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error-free.

## **Posting Policy**

Although posts and comments are encouraged on the City of El Segundo Social Media sites that allow posts, these sites are limited public forums and are moderated by City staff. All posted content (comments, photos, links, etc.) must be related to discussion of City programs, services, projects, issues, events and activities.

The following are prohibited on City of El Segundo Social Media sites:

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon
- Posts and comments that promote or advertise commercial services, entities or products except as stipulated in City marketing plans and determined by the City to be essential to economic development

- Political statements, including comments that endorse or oppose political candidates or ballot propositions
- Religious statements, including comments that endorse or oppose any type of religious opinions or activities
- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations
- Obscene or sexual content or links to obscene or sexual content Illegal activity or encouragement of illegal activity
- Information that may tend to compromise the safety or security of the public or public systems Content that violates a legal ownership interest of any other party

All posts and comments uploaded to City of El Segundo Social Media sites that allow posts will be monitored. The City of El Segundo reserves the right to remove posted content that does not comply with these Policies. The City may make use of available technology to filter unacceptable content, comments and other interactions within City Social Media sites.

Please be aware that content appearing on the site, including comments and posts from the public, may constitute a “public record” that is subject to disclosure under the California Public Records Act. This may include information that you make available through privacy settings on this personal site on your own page(s).

Communications made through City of El Segundo Social Media sites in no way constitute a legal or official notice or comment to the City of El Segundo. (For example, a post or comment that asks for public records will not be considered a public records request.) To comment about a specific City project or program, please contact the appropriate department. To comment on an agenda item of the City Council or any City board or commission, please direct your comments as indicated on the applicable agenda.

Commentary posted by any member of the public on any City Social Media site is the opinion of the commentator and its publication does not imply the endorsement of, or agreement by, the City and does not reflect the opinions or policies of the City.

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## **Links and Embedded Content Policy**

### **Links to other Social Media and/or External Websites Provided on City Social Media Sites**

The City of El Segundo may select links to other Social Media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and you become subject to the policies of that page or site.

The City of El Segundo's Social Media sites are intended specifically to share information about City programs, events and services. The City of El Segundo is not responsible for the content that appears on these outside links and provides these links as a convenience only.

Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by the City of El Segundo. The City reserves the right to delete links posted by outside individuals that violate the City's Posts Policy at any time without notice.

### **Links by Other Entities to City Social Media Sites**

It is not necessary to get advance permission to link to City of El Segundo Social Media sites; however, entities and individuals linking to City of El Segundo Social Media sites should not in any way suggest that the City of El Segundo has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

### **Embedded content from City Social Media Sites on other sites**

It is not necessary to get advance permission to embed City of El Segundo Social Media site content; however, entities and individuals embedding content must not present City of El Segundo content as their own or otherwise misrepresent any of the City's Social Media site content. Furthermore, they shall not misinform users about the origin or ownership of City of El Segundo Social Media site content. Embedded content from City of El Segundo Social Media sites should not in any way suggest that the City of El Segundo has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site.

## **Copyright Policy**

All information and materials generated by the City of El Segundo and provided on City of El Segundo Social Media sites are the property of the City of El Segundo. The City retains copyright on all text, graphic images and other content that was produced by the City of El Segundo and found on the page. You may print copies of information and material for your

own non-commercial use, provided that you retain the copyright symbol or other such proprietary notice intact on any copyrighted materials you copy.

Commercial use of text, City logos, photos and other graphics is prohibited without the express written permission of the City of El Segundo. Use of the City logo is prohibited for any non-governmental purpose. Any person reproducing or redistributing a third-party copyright must adhere to the terms and conditions of the third-party copyright holder. If you are a copyright holder and you feel that the City of El Segundo did not use an appropriate credit line, please notify the City's Information Technology division with detailed information about the circumstances, so that the copyright information can be added or the material in question can be removed.

Participants on the site agree to grant the City a non-exclusive, irrevocable, royalty-free license to any information posted.