

Waddingham Parish Council

Website and Digital Presence Policy

This document sets out a general overview of the relevant and most pertinent policy areas specifically relating to digital communications employed by the Waddingham Parish Council.

These apply currently to the following:

- The Parish Council Websites specifically waddingham.gov.uk but also any other websites (including social media) the Parish Council operates.
- The Parish Council corporate email system

NB Some of these policies have wider applicability to all activities of the Parish Council.

Accessibility

The Parish Council will ensure that all digital communications meet the requirements of the Disability Discriminations Act 1995. This made it illegal for service providers to discriminate against a disabled person. Therefore, website providers must make “reasonable adjustments” to the way in which services are offered to enable the disabled to use them.

In terms of digital communications this fundamentally means ensuring that digital communications present information in such a way that people with disabilities are not excluded from using the services provided by the Parish Council. This mainly applies to such areas as colour schemes, minimum font sizes, the ability for information to be fed into such applications such as blind readers etc.

Where applicable and practicable the Parish Council will take guidance from the following sources:

- RNIB (www.rnib.org.uk)
- Disability Rights Commission (www.drc-gb.org)
- W3 WAI – The Website Accessibility Initiative (www.w3.org/WAI/)
- DDA and Web Accessibility – A summary of the affects of the Disability Discrimination Act on websites from Web credible (www.webcredible.co.uk)

Copyright

Online copyright law is the same as off-line law. Websites are viewed in English Law as a collection of copyright works. Literary copyright protects website text, as well as

HTML and programme code; artistic copyright protects images & photos; there is also musical copyright, database copyright. Copyright protection even in a single website can be quite complex (see governance).

The Parish Council will ensure that information on it's website attributes copyright and where necessary will seek prior approval from copyright owners.

This may affect information that is supplied to the Parish Council by partners e.g. the police and third parties. Prior permission may be needed before it can be published on the website.

The main legislation affecting copyright is the Copyright, Designs and Patents Act 1988. This Act gives full details on copyright issues and can be viewed on the link below:

Go to www.website-law.co.uk for useful guidance on all aspects of Copyright Law.

Defamation

The law of defamation covers and protects reputation. Slander is concerned with the spoken word and libel with the written word. The law governing defamation protects both individuals and companies. Click on the links below to view further information regarding defamation law:

- www.website-law.co.uk and scroll down to the Defamation section
- Defamation – A guide to UK defamation law from www.out-law.com

Defamation may become an inadvertent issue specifically with on-line blogs or forums.

The Parish Council have a designated an Information Management role that specifically addresses this issue.

Publication of information through the Parish Council website will be regularly reviewed for either before publication in the case of static postings or subsequent to postings involving blogs and forums aka social media services.

The Parish Council will provide guidelines to Community Contributors over acceptable content in the form of a Terms and Conditions document

Further guidance can be found at www.website-law.co.uk along with a sample Disclaimer and Terms and Conditions documents.

The Parish Council will provide a suitable Disclaimer on the website which will be prominently displayed on all interactive services. The Disclaimer will state that all views or statements made by non-members of the council on the website, are not necessarily views held by the parish council.

Digital Channels Governance

A comprehensive process has been developed to manage the Parish Council websites (includes social media).

See the following document: **Website Information Management Process**

Security

There are several aspects to security of the Parish Council digital channels Infrastructure Security.

This applies to the technology employed to provide the website services. The Parish Council will work closely with it's service providers to ensure that all software and technology used to provide the Parish Council websites is up to date, security patches are applied and appropriate anti-virus/malware software is deployed to protect the website. This will be the responsibility of the Technical Manager role described in the Website Information Management Process document.

Data Protection and Privacy

Waddingham Parish Council has a separate **Data Protection Policy** document which will apply to all aspects of data held on the Waddingham Parish Council websites/social media sites.

Note that the policy also applies to information contained in council members and staff emails.

It should be noted that the Data Protection Policy equally applies to images etc

Adopted and approved on **5 July 2017**

Next review July 2018