

DALY CITY PUBLIC LIBRARY LIBRARY WEBSITE POLICY

The Daly City Public Library is committed to providing and promoting access to materials and services that support the community's need for self-education, information, culture and recreation. One of the ways we provide this access is to maintain an Internet website.

1. Website URL Address

The URL for the Daly City Public Library website is www.dalycitylibrary.org. The Peninsula Library System/Peninsula Library Automated Network (PLS/PLAN) maintains the host server and domain name license and the City of Daly City pays fees for this service.

2. Webmaster

The Library Director will appoint a Webmaster to develop the look of the website, make changes to the site, and create and maintain web pages, content and links with the approval of the Director. The Webmaster will be a member of the Library staff. The Webmaster creates content and links to other websites based on the selection criteria for electronic resources outlined in the Library's Materials Selection Policy. With the approval of the Library Director, the Webmaster may appoint a backup web technician from the Library staff to assist in maintaining the library website. Only the Library Webmaster and his/her backup is authorized to make changes to the Library website. The Webmaster's e-mail address is dcplweb@plsinfo.org.

3. Website Scope

The Library website is intended to provide public and staff access to a variety of educational and informational resources in electronic format. The Library website will provide a dynamic collection of links and content on a variety of subjects for users of all ages and levels of experience. The information will complement and supplement the print and multimedia collections of the Library. The information includes, but is not limited to, a web-based catalog of print and multimedia materials owned by members of the Peninsula Library System, online databases, electronic books, information on Library programs and services, and links to other selected Internet websites.

4. Website Content and Access

The Webmaster will develop the Library website to accommodate a broad range of computer capacities and to serve patrons of varying abilities. The Webmaster will evaluate all potential website content for appropriateness in accordance with the Library's mission and website scope.

Access to some library web resources may be restricted to Daly City Library patrons because of license agreement limitations. Others may be restricted to Peninsula Library System cardholders for the same reason.

5. Website Links

The Daly City Public Library will provide links from its website to other websites to support the library's goal of providing a wide range of information to the public. Staff librarians will recommend websites to the library Webmaster for their informational and/or educational value. Government, non-profit, and commercial websites free from

excessive marketing may be included. To be selected, websites must meet the following criteria:

- The primary intent of the website is to educate or inform.
- The site's owner or sponsor is easily identifiable, and contact information is provided.
- The site does not charge for access.
- The site does not promote a specific religious, political, or social agenda.

Since website content may change or disappear entirely without notice, the library cannot be held responsible for the content or accuracy of websites not maintained by the Daly City Public Library staff. Library staff will make every effort to keep links current, but will encourage website visitors to inform the webmaster if they find a link that no longer functions or that is inconsistent with the above stated criteria.

6. Website Limitations

The Daly City Public Library will not duplicate content offered by the PLS website (www.plsinfo.org). Within the limitations of the Library's operating budget, the Daly City Public Library will subscribe to selected electronic resources if they meet the library's selection criteria for electronic content outlined in the Library's Materials Selection Policy.

7. Website Maintenance

The Daly City Public Library Webmaster and his/her backup will maintain the Library's website. PLAN controls server access and is responsible for providing technical support to library staff about server problems.

8. Privacy Policy

The Daly City Public Library and the Peninsula Library System/Peninsula Library Automated Network will collect and store only the information necessary to measure the number and timing of visitors to different areas of the Daly City Public Library and PLS/PLAN websites to assist in making these sites more useful. The information includes:

- The address (IP) of the visitor's computer or internet provider
- The date and time the visitor accesses either website
- The internet address of the web site that refers a visitor to either website

The Daly City Public Library and PLS/PLAN may request personal information such as name, email address, postal address, telephone number, and library card number of a library website visitor only if needed to allow access to a subscription service or to complete a request submitted from either website. These requests can be found on the library card application form, e-mail notification request form, e-mail reference form and other forms and are necessary to provide the related service.

The Library will not sell, lease or otherwise distribute or disclose a library patron's name, e-mail address, postal address, telephone number, borrower records or other personal information for non-library purposes or to outside parties unless required by law.

Adopted by the Library Board of Trustees: 11/19/02