

County of Maui Internet Web Site Policies

Contents

- [Disclosure Policy](#)
- [Privacy Policy](#)
- [Social Media Policy](#)
- [External Link Policy](#)
- [County Calendar](#)
- [Disclaimer](#)

Disclosure Policy

The following Disclosure Policy explains the County of Maui's policy regarding any information you may acquire when visiting the County's official web sites www.co.maui.hi.us, www.mauicounty.gov, www.filmmaui.com, mapps.mauicounty.gov, mauishorelineaccess.net and waterresources.mauicounty.gov, (each domain, alone and collectively, is considered the County web site, which may expand or change from time to time). By using the County site, you agree, without limitation or qualification, to be bound by this Disclosure Policy or any other privacy or data collection policy applicable to any individual County web site. This disclosure makes no warranties or representations for any web sites that are not one of the aforementioned domains.

- 1) The County's web servers are maintained to provide public access to County information via the Internet. The County's web services and the content of its web servers and databases are updated on a continual basis. While the County attempts to keep its web information accurate and timely, the County neither warrants nor makes representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks, and other items contained on this server or any other server. Site materials have been compiled from a variety of sources, and are subject to change without notice from the County as a result of updates and corrections. To the extent permitted by law, commercial use of web materials is prohibited without the written permission of the County.
- 2) The County does not warrant that the functions contained in the materials will be uninterrupted or error-free, or that defects will be promptly corrected.
- 3) All service marks and trademarks mentioned herein are the property of their respective owners. The County retains copyright on all text, graphic images, and other content. This means that you may not do the following, unless you have written permission from the County:
 - a) modify and/or re-use text, images or other web content from a County server,
 - b) distribute the County's web content, and

- c) "mirror" the County's information on a non-County server.
- 4) Some of the hyperlinks on this and subsequent pages may lead to resources outside the County. The presence of these hyperlinks should not be construed as an endorsement by the County of these sites or their content. The County is not responsible for the content or the privacy policies of any such external hyperlink.
- 5) Communications made through e-mail and messaging systems shall in no way be deemed to constitute legal notice to the County or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the County or any of its agencies, officers, employees, agents, or representatives, where notice to the County is required by any federal, state or local laws, rules, or regulations.
- 6) The County of Maui maintains its website to allow a wide-range of accessibility using standards set forth in Worldwide Web Consortium (W3C). Images on this site contain 'alt tags' with descriptions of the image that aid users who listen to the content of the site by using a screen reader rather than reading the information.

Essential reports and other special publications that are made available on the County's Web site are generally available in html. In many cases documents are published using Adobe Portable Document Format (PDF). The County strives to provide documents in multiple formats for accessibility.

The County of Maui welcomes comments on how to improve the site's accessibility for users with disabilities. If you use assistive technology and the format of any material on our Web sites interfere with your ability to access the information, please use the following point of contact for assistance. To enable us to respond in a manner most helpful to you, please indicate the nature of your accessibility problem, the preferred format in which to receive the material, the Web address of the requested material, and your contact information. Requests for reasonable accommodations, with regard to equal access to communications, should be directed to the County of Maui Web Manager at WebManager@mauicounty.gov

- 7) The County is neither responsible nor liable for any viruses or other contamination of your system, nor for any delays, inaccuracies, errors or omissions arising out of your use of the site or with respect to the material contained on the site, including without limitation, any material posted on the site. This site and all materials contained on it are distributed and transmitted "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The County is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the site and/or the materials contained on the site whether the materials contained on the site are provided by the County, or a third party.
- 8) The County web site employs industry-standard methods to monitor network traffic to identify unauthorized attempts to upload or change information or otherwise cause damage. The County uses reasonable precautions to keep the personal information disclosed to the County secure.
- 9) The County web site is coordinated and maintained by the Management Information Systems Division of the Department of Management of the County. Web content is produced by each department and division within the County, and is the sole responsibility of the respective department and division. MIS may be contacted by mail at 200 South High Street, 6th Floor, Wailuku, HI 96793 or by e-mail at

Privacy Policy

The following Privacy Policy explains the County of Maui's policy regarding any information you may supply to us when visiting the County's official web sites www.co.maui.hi.us, www.mauicounty.gov, www.filmmaui.com, mapps.mauicounty.gov, mauishorelineaccess.net and waterresources.mauicounty.gov, (each domain, alone and collectively, is considered the County web site, which may expand or change from time to time). By using the County site, you agree, without limitation or qualification, to be bound by this Privacy Policy or any other disclosure or data collection policy applicable to any individual County web site. This disclosure makes no warranties or representations for any web sites that are not one of the aforementioned domains.

- 1) On certain occasions, the public has opportunities to share personal information online with the County in order to facilitate better correspondence and service. This information includes but is not limited to e-mail addresses, responses to surveys, registering for services and new services to be created. The County of Maui will not disclose your personal information or use it for purposes other than those specified, without your permission, except as authorized by law. Personally identifiable information maintained by the government is a "government record" as defined in Chapter 92F, Hawaii Revised Statutes, General definitions. Access, including public access, to government records is controlled primarily by Chapter 92F, Hawaii Revised Statutes. In addition, there may be other laws that require public access to personally identifiable information. Credit card information will not be disclosed.
- 2) The County only requires the personal information necessary in order to provide effective service. At times you may be offered an opportunity to provide the County with additional information on a voluntary basis; this additional information enables the County to provide you with improved service.
- 3) By providing e-mail addresses at registration or otherwise, users are giving the County permission to periodically send out e-mail newsletters and promotional email to our users about web site updates, and product and service information offered by the County.
- 4) Users may indicate that they do not wish to receive e-mail information from the County. Upon request, the County will remove users, and their information, from the County database or permit them to elect not to receive any further e-mail newsletters or contact. This may be done online by "unsubscribing."
- 5) The County encourages parents to go on-line with their children. Children are not restricted from visiting the County site. The County urges children to get permission from their parents or guardians before giving any information online.
- 6) The County makes reasonable efforts to protect the personal information shared with us. For example, if you make an online purchase with the County, your credit card number and personal information is encrypted to protect this information while it is being transmitted. The County limits access to your personal information to only those employees who need it to perform the service requested.
- 7) The County reserves the right to collect navigational information about its users such

as:

- The name of the domain from which the site was accessed
- The date and time the site was accessed
- The web site address (also called the URL) of the link clicked to access the site

This information is collected to assist in further developments and improvements to the web site. Unless otherwise noted, this site does not employ the use of "Cookies".

To ensure site security we monitor all unauthorized attempts to upload or change information or otherwise conduct criminal activity. In connection with authorized law enforcement investigations and pursuant to required legal process, navigational information may be used to assist in obtaining personally identifiable information.

[Top of Page](#)

Social Media Policy

Please be advised that the Department of Management has instituted the following policy for the use of Social Media to provide public information from the County of Maui. This policy was issued as an Interim Policy Announcement and will stay in effect in its current form, until it has been incorporated in the County of Maui Computer Usage Policy.

Purpose

The County of Maui has an overriding interest and expectation in deciding what is "spoken" on behalf of the County on social media sites. This policy establishes guidelines for the use of social media.

Background

The role of technology in the 21st century workplace is constantly expanding and now includes social media communication tools that facilitate interactive information sharing, interoperability, and collaboration. Commonly used social media Web sites, such as Facebook®, Twitter®, MySpace™, YouTube®, Flickr®, Blogger, and LinkedIn®, have large, loyal user bases and are, thus, increasingly important outreach and communication tools for government entities.

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the County of Maui may consider using social media tools to reach a broader audience. The County encourages the use of social media to further the goals of the County and the missions of its departments, where appropriate.

Use of social media tools by the County of Maui provides a way to build community and officially and rapidly communicate directly with stakeholders, partners, the general public and the media as part of online communications. These tools are simply another way to deliver public information, customer service and E-government to our residents.

The official County of Maui website, www.mauicounty.gov, and its associated functionality, remains the primary and predominant public source for in-depth information, forms, documents or online services necessary to conduct business with the County of Maui. The

County of Maui Intranet site, intranet.mauicounty.gov, and its associated functionality will remain the primary and predominant source for County employees to find in-depth information, forms, documents, or online services.

Scope

This Policy will apply to all present and future social media sites and accounts approved as communication tools for the County of Maui. This policy applies to all County of Maui employees and officials, and to contractors using such social media sites on behalf of the County of Maui or its agencies.

Policy

Employee Access

- A request for employee access to Social Media sites must be submitted via and approved by the head (or designee) of the employee's department. The **Firewall Request for Service Form** shall be used to provide justification for such a request.
- Employee access to Social Media sites will be governed by the County of Maui Computer Usage Policy, the County of Maui Internet Websites Policy, and any other applicable County of Maui policies, and State, Local, and Federal laws.
- The County reserves the right to revoke any authorization given.

Account Management

- County of Maui Social Media site accounts may only be created by the County of Maui Communications Director, the County of Maui Public Information Officer, or designee.
- Any requests from County of Maui Departments or Agencies for the creation of a social media site account shall be submitted to the County of Maui Communications Director, the County of Maui Public Information Officer, or designee.
- The maintenance and termination of County of Maui social media site accounts is the responsibility of the County of Maui Communications Director, the County of Maui Public Information Officer, or designee.

Acceptable Use

- Permissible Social Media use is for official County of Maui communication, in accordance with organizational goals and objectives, not for personal use.
- Communication through Social Media outlets should remain professional in nature and should always be conducted in accordance with the County of Maui's communications policy, practices, and expectations. Employees must not use social networking sites for political purposes, to conduct private commercial transactions, or to engage in private business activities.

Employee Conduct

- Employees representing the County of Maui government via social media outlets must conduct themselves at all times as a representative of the County and in accordance with all County of Maui policies.
- Use discretion before posting or commenting. Once these comments or posts are made they can be seen by anyone and may not be able to be "taken back."
- Protect and respect privacy and permissions.

- Strive for accuracy, transparency and openness in Social Media communications.
- Employees representing the County of Maui government must always identify themselves as such.

Content

- All County of Maui social media sites shall clearly indicate they are maintained by the County of Maui and shall have County of Maui contact information prominently displayed.
- All County of Maui social media sites shall include in a clear manner links to this County of Maui Social Media Policy and the County of Maui Internet Websites Policy.
- Respect copyright, fair use and financial disclosure laws. Always protect sensitive information, such as personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the County of Maui.
- Where possible, social networking sites should link back to the official County of Maui Internet site for forms, documents and other information.
- Endorsements and or comments by employees of a certain individual is strictly prohibited.
- Reference to any client, customer or business conducting business with the County is prohibited unless express written consent is first obtained from that client, customer or business.
- The following forms of content shall not be allowed for posting:
 - Comments not topically related to the particular site or blog article being commented upon;
 - Profane language or content;
 - Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 - Sexual content or links to sexual content;
 - Solicitations or promotions of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems; or
 - Content that violates a legal ownership interest of any other party

Security

- Where appropriate, County of Maui IT security policies shall apply to all social networking sites and articles.
- The prevalent risk to IT security in connection with Social Media sites is through social engineering, resulting in the disclosure of information that can be used to gain unauthorized access to County of Maui information systems and data. Be careful not to disclose account information, passwords, or technical information about any systems used to maintain and store the County's data.
- Remain conscious of the risk of contamination by malware from links or web applets posted to Social Media Sites.

Legal Issues

- Use of Social Media sites will be governed by the County of Maui Computer Usage Policy, the County of Maui Internet Websites Policy, and any other applicable County of Maui policies, and State, Local, and Federal laws.
- Postings on County of Maui Social Media sites are subject to all applicable public information and records retention laws and policies.
- Authorized users are expected to read, know and comply with the Terms and Conditions of each social media site used.

Citizen Conduct

- The County of Maui social Media sites do permit posting of comments by members of the public, but are not intended to provide extended two-way dialogue between the County of Maui Administration and the public.
- The County of Maui reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage on the basis of race, creed, color, age, religion, gender or marital status.
- The County of Maui also reserves the right to delete comments that are:
 - Spam or include links to other sites;
 - Better addressed elsewhere;
 - Clearly off topic;
 - Advocate illegal activity;
 - Promote particular services, products, or political organizations; or
 - Infringe on copyrights or trademarks.

Enforcement

Failure by a County of Maui employee to abide by the terms of this Policy, or violation of any referenced County Policy, may result in loss of privileges related to Social Media access and use. Such failure may also result in discipline up to and including dismissal in accordance with applicable rules, laws, and the appropriate collective bargaining agreement.

Nothing in this Social Media Policy is intended to prohibit or limit the exercise of any rights conferred upon an employee under Section 8 of the National Labor Relations Act.

Effective Date

This Policy will be effective February 21, 2011 and will stay in effective until amended or rescinded by the Managing Director.

Revision Date: 09/06/2013

External Link Policy

It is the purpose of the Maui County Government web site to provide accurate, non-editorial content that will inform Maui County citizens about the services, operations and projects of Maui County Government. In addition, the web site is used to facilitate the delivery of services provided by the County of Maui to its citizens and other customers. All County of Maui departments and divisions are eligible to submit content or request the posting or hypertext linking of appropriate information to support their mission or service initiatives.

The County of Maui permits the establishment of links to external web sites on the County's Official web site solely in conformance with this policy. In establishing and maintaining its official web site, the County does not intend in any manner to create a forum or other means by which public disclosure, exchange of opinions, or discussion on issues of any nature may occur. Rather, the sole and limited purpose of this County's web site and permitted external links is to provide non-political and/or non-religious information of a factual nature about the County of Maui including various services and resources available within and around the County, or as may be available from other government agencies.

The Web Manager, a member of the MIS division of the Department of Management, is responsible for the management and oversight of the County of Maui web site. Comments about this site are welcome from any source and are always greatly appreciated.

The security of the information provided to the County of Maui is important. However, the Maui County Government web site includes links to other web sites, and when you choose to visit those web sites, the County of Maui is not responsible for their privacy policies or how they treat user information. The County is not responsible for the actions and policies of these third parties, and you should review the privacy policies of these parties when supplying personally identifiable information to them.

[Top of Page](#)

Links from Maui County Government Web site

Organizations wishing to establish external links on the County's web site must submit a request in writing to:

Email: WebManager@co.maui.hi.us
FAX: (808) 270-7130
Mail: County of Maui
Web Manager
MIS, 6th Floor
200 South High St
Wailuku, HI 96793

This request shall contain all information necessary to verify the facts as stated and to establish that the proposed link is in compliance with this policy.

Consistent with the foregoing policy, it is the County's policy to limit external links to the following kinds of entities and organizations:

- Sites that are owned and managed by a state, local or federal governmental agency or local school board
- Museums, libraries, historical organization and similar kinds of established, bona fide organizations that provide cultural resources to residents and visitors of the County
- Public and private, bona fide educational institutions
- Public Utilities
- Sites that are maintained by an organization or cosponsor that receives direct

financial support from the County

- Sites that have a direct contractual relationship with the County for the provision of goods and/or services
- Sites that provide a unique online resource that will assist in the provision of services and/or information that compliment the purpose of the County's web presence as outlined above
- Sites that provide non-profit/non-religious services that support the mission of the County of Maui

In order to avoid the appearance of County endorsement of political content, links shall not be made to web sites that are associated with, sponsored by, or serving a candidate for elected office or any political party or organization supporting or seeking to defeat any candidate for elective office or ballot issue or question.

External links will **not** be made to sites that fall within any of the following criteria, as determined by the Web Manager:

- Sites that are owned or managed by a political party, candidate or special interest group or are of a political nature that are associated with, sponsored by or serving a candidate for elected office, any political party or organization supporting or seeking to defeat any candidate for elective office or ballot proposal
- Sites that are owned, managed or provide content for commercial entities, that do not have a direct contractual relationship with the County for the provision of goods and/or services
- Sites containing any materials that may reasonably be considered scurrilous or offensive. Offensive materials are defined as sexual content or images, slurs against race, religious or political beliefs, age, gender, sexual orientation, national origin or physical attributes

The County of Maui reserves the right to 1) deny an external link application to any person, business or organization when it is determined, following review of a complete application, that the entity or organization for which application is made does not meet the criteria set forth in this policy; 2) deny an external link application to any person, business or organization which fails to provide all required information, or fails to provide truthful information.

Removal of Content

The County Web Manager reserves the right to remove any external link if the nature of the organization or business to which the link relates no longer complies with the County's external link policy; 1) to discontinue an external link at any time if entities' web site provides or promotes false, slanderous, illegal, immoral, or incorrect information at any time, or 2) to revise this policy without prior notice when to do so is deemed to be in the best interests of the County of Maui.

[Top of Page](#)

County Calendar

The County Calendar is a service offered to web site visitors as part of the main County web site. The purpose of the County Calendar is to provide a central location for web site visitors to easily find information, dates and times for County meetings, Holidays, County Sponsored or Co-Sponsored Festivals and Events, Parks & Recreation Department Activities and Events.

The County Calendar is designed to be a service to web site visitors. The County Calendar is not a public forum or community calendar. The calendar is specifically for the use of County Staff to post events that are in direct support of staff's respective department's mission statement. Calendar items are considered web site content and thus subject to approval of Web Manager, with dispute resolution resting with the Web Site Governance Committee.

From time to time, categories may be added or deleted as staff finds and identifies new Calendar item categories or finds that existing categories are obsolete. To the best of the ability of County Staff, calendar items are correct and timely. However, the County Calendar is not intended to serve as official notice of meetings or events. Users should confirm information regarding events with the posting department.

[Top of Page](#)

Disclaimer

Some of the links made available to you through the County of Maui's web site will allow you to leave the County's site. Please be aware that the Internet sites available through these links, and the materials that you may find at those sites are not provided by, endorsed by or are under the control of the County. Therefore, the County cannot and does not make any representation to you about these sites or the materials available on the sites. The fact that you may be able to access these additional sites from the County's web site is not an endorsement or recommendation to you by the County of any of these sites or any material found there. The County is providing these links only as a convenience to you, and the user's access to these additional sites is done at your own risk.

The materials and information contained on or obtained from this web site, are distributed and transmitted "as is" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Information contained on this web site, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The County of Maui is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the web site and/or the materials contained on the site whether the materials contained on the web site are provided by the County of Maui or a third party.

[Top of Page](#)

Jurisdiction

This web site is provided as a public service. Any person choosing to access and use this web site is subject to the jurisdiction of the County of Maui. These terms shall be governed by and construed in accordance with the laws of the State of Hawaii, and you hereby consent to and submit to the personal jurisdiction of such courts for the purpose of adjudicating such dispute.

Severability

If any provision of these terms shall be determined to be unlawful, void or unenforceable by a court of competent jurisdiction, that provision shall be deemed severable from the remaining

terms and shall not affect the validity and enforceability of the remaining provisions.

Copyright Notice

Duplication or use of any content from this WEB SITE for commercial purposes or in any manner likely to give the impression of official approval by the County of Maui is prohibited. The WEB SITE Copyright 2008-2010 County of Maui.

Notice of Limitation on Use of County Seal and Symbols

Use of the official seal of the County of Maui is restricted. The County Clerk of the County of Maui is the only authorized custodian of the seal of the County of Maui (Section 5-3.3 Charter of the County of Maui)

Reviewed and updated May 15, 2014