

Government Management Accountability and Performance Web Site – Intended Use

1.1 Purpose

This policy recognizes that it may be necessary to include links on the Government Management Accountability and Performance (GMAP) Web site to Web sites outside the GMAP's control. The purpose of this policy is to clearly state that the GMAP Web site is not a public forum for communication and debate. Links to external Web sites from the GMAP pages are established and retained at the discretion of the GMAP. The policy also provides guidelines on when links to external sources are inappropriate.

The Purpose of the GMAP Web site is to promote public service to citizens and businesses by:

- Expanding business and citizen access to government services and government information;
- Offering an easy and convenient process to conduct online transactions with State government;
- Accelerating the delivery of quality online government services;
- Improving the level of customer service from State government; and
- Extending online government services to all citizens in Washington State.

1.2 Definitions

"GMAP Web site" shall mean the Internet portal operated and maintained by the GMAP. The GMAP is not a forum for public communication and debate. The criteria outlined in this Policy have been established to ensure that the GMAP Web site remains a non-public forum.

"GMAP Internet Properties", "GMAP Web pages" and "Web pages operated by the GMAP" shall mean Web pages whose content is under the direction and control of the GMAP, including the GMAP Public Web site, and other GMAP Web sites. (These terms do not include intranet sites controlled or operated by the GMAP.)

"Purpose" shall mean the stated purpose of the GMAP Web site in this policy.

"External Web site" shall mean all Web sites other than the GMAP Web site.

1.3 Applicability

This policy applies to the GMAP Web site and other GMAP Internet properties. Links to the following types of Web pages may be included in the GMAP Web site:

1. Other Governmental Units & Educational Institutions — GMAP may provide links to other federal, state, and local governmental units that provide additional services and information that the GMAP Web site users may find of interest.
2. Private Organizations — GMAP may provide links to private organizations if these organizations offer services that complement the Purpose, information and services offered by the GMAP and if the links meet the Acceptance Criteria stated in this policy.

GMAP may provide links to Web sites that are not controlled, maintained, or regulated by the GMAP, and as such the GMAP is not responsible for the content of those Web sites.

Use of information obtained from External Web sites is voluntary. Any information obtained from an External Web site is not guaranteed by the GMAP and the user should review the accuracy of any information before relying upon it. Reference to any specific commercial product, process, or service by trade name, trademark, or otherwise does not represent endorsement or recommendation by the GMAP.

1.4 Guidelines for Establishing a Link from the Agency's Web site to an External Web site

Using the following Acceptance Criteria, the GMAP will review every link and decide whether it is appropriate and relevant:

1. The External Web site corresponds with the Purpose of the GMAP.
2. The External Web site is appropriate with respect to the Purpose of the GMAP. An inappropriate Web site may include, but is not limited to:
 - A commercial Web site which charges a fee for products or services online;
 - A Web site that exhibits hate, bias, discrimination, pornography, libelous or otherwise defamatory content;
 - A Web site that advocates or promotes the use of alcohol, tobacco, or illegal drugs;
 - A Web site that lobbies, advocates, or advances the policies and priorities of a particular industry, organization or enterprise. This includes sites of non-profit organizations;
 - A Web site that belongs to or supports a political affiliation;
 - A Web site that furthers the agenda of a political organization or candidate running for office;
 - A Web site that promotes or makes available adult or sexually oriented entertainment or materials;
 - A Web site that promotes, opposes, or makes available weapons or gambling.

Additionally, the GMAP reserves the right to deny links if it determines that a Web site contains misleading or unsubstantiated claims, conflicts with the Purpose of the GMAP or does not meet one or more of the criteria set forth in this policy.

1.5 Guidelines for Establishing a Link to the GMAP Web site From an External Web site

Advance permission to link to the GMAP website is not necessary; however, Web site users should be aware that the GMAP Web site sub pages, including the pages of other state agencies and local governments, may change at any time without notice. Anyone linking to the GMAP Web site should continuously verify links to sub pages.

Anyone linking to the GMAP Web site shall not display the GMAP Web pages within frames, present the GMAP content as its own, or otherwise misrepresent the GMAP content, and they should not misinform users about the origin or ownership of the GMAP content. Certain information on the GMAP may be trademarked, service-marked, or otherwise protected as intellectual property. Protected intellectual property must be used in accordance with state and federal laws and must reflect the proper ownership of the intellectual property.

1.6 Link Oversight and Monitoring

GMAP shall establish procedures to monitor the implementation and continuing oversight of this policy.

These procedures shall include:

1. A process to review all new requests for links from a GMAP Web page to another Web page to ensure compliance with this policy prior to granting the request; and
2. A quarterly review of not less than seven (7) percent or a quantity of thirty-five (35) of the then current external content links for each GMAP Internet Property, whichever is less, to ensure that such links still comply with this policy.

1.7 Removal of Content

GMAP reserves the right, in its sole discretion, to remove links if it determines that an External Web site contains misleading or unsubstantiated claims, conflicts with the Purpose of the GMAP, or does not meet one or more of the criteria set forth herein.

Links from the GMAP Web site will be reviewed regularly and may be removed for any of the following reasons:

- The link no longer points to the original information or resource to which it was intended to point;
- The Web site contains inaccurate or misleading information or has changed such that it is no longer in compliance with the acceptance criteria;
- Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising;
- The Web site is permanently unreachable or remains unavailable for a lengthy period.

Removal of external links on the above bases will be permitted whether or not the GMAP is legally obligated to act upon any information of which it is aware.