



**PIMA COUNTY, ARIZONA**  
**BOARD OF SUPERVISORS POLICY**

Subject: Pima County Web Sites

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**Purpose**

The purpose of this policy is to establish standards for the development and maintenance of the Pima County ("County") Portal Page and County-sponsored Web Sites.

**Policy**

County Departments create and maintain web sites published on the Internet to assist in the operation of their departments and use these web sites to disseminate information to the public and employees. Uniform development and continuing management of these web sites is critical to ensure that the County is efficiently using its resources by reducing its overall costs, and communicating with its employees and the community in a clear and informative manner. To achieve these objectives, Elected Officials and Departments that develop and maintain a web site shall adhere to, and be bound by the requirements of this policy.

**Definitions**

1. County Administrator: The County Administrator or designee.
2. County Sponsored Web Site: Any web site that is represented as being developed and maintained by a County department, committee, or board that reports to the Pima County Board of Supervisors or other Elected County Official or hosted on a County owned or maintained computer.
3. E-commerce (Electronic Commerce): The use of technology to conduct financial transactions online, such as the buying and selling of products and services, usually via the Internet.
4. Portal Page: A gateway that provides access or links to information or Web Sites.
5. URL (Uniform Resource Locator): the global address of documents and other resources on the World Wide Web. The first part of the address indicates what protocol to use and the second part specifies the IP address or the domain name where the resource is located.
6. Webmaster: Individual responsible for maintaining a web site.
7. Web Page: Any page of information that can be accessed on the Internet or Intranet. A Web Page is not synonymous with a Web Site.
8. Web Site: A location on the Internet or Intranet, created by an individual or organization, that contains information that is stored for viewing. A Web Site typically consists of one or more web pages, with the initial page called the home page.

Requirements

1. The County Administrator shall establish the standards for the development and maintenance of County sponsored web sites.
2. The County Administrator shall establish a URL naming convention and linkage strategy for County sponsored web sites.
3. The County Administrator shall create and maintain the portal page that provides links to County sponsored web sites and for maintaining the computer on which the County web site resides.
4. The County Administrator shall establish security and procedural standards for processing of E-commerce and financial transactions on County sponsored web sites.
5. Each Department shall be responsible for content and links that appear on its web site and for the ongoing maintenance and management of its web site.
6. Each County sponsored web site must, at a minimum: 1) meet accessibility requirements; 2) use County supported software for development; and 3) include an E-mail address for the web site Webmaster to allow correspondence related to technical problems of the site, as described more fully in County's "Guidelines and Minimum Standards for County Web Sites."
7. Pursuant to Arizona law, no web site attempting to influence the outcome of an elected office, referendum, initiative, or recall is to be resident on County computer equipment or County sponsored web site. Furthermore, no automated, electronic or other links referencing political web sites for an elected office, referendum, initiative, or recall shall be permitted on web pages resident on County computer equipment. Additional prohibitions include illegal activities, threats, harassment, slander, defamation, obscene information, political endorsements, commercial activities, the dissemination of confidential County information or work product, inclusion or copying of material that is itself copyrighted or very likely copyrighted, except if permission has been obtained by the author, personally identifiable health information as defined by the Health Insurance Portability and Accountability Act of 1996 or links to other web sites containing such material.
8. Implementation of and adherence to this policy resides at all levels of the County. Any employee, volunteer, contractor or intern of the County found in violation of this policy will be subject to any available disciplinary action, up to and including termination of employment or business relationship.

**Responsible Departments**

The Office of the County Administrator, Elected Officials and Departments with web sites.

**References**

Pima County's "Guidelines and Minimum Standards for Pima County Web Sites"