 The Corporation of the Town of Oakville <b>POLICY</b> <b>Corporate Grants, Sponsorship, Naming Rights and Advertising Sales</b>	Policy Number <b>A-GEN-001</b>	Page: 1 of 3
	Author: <b>Strategy, Policy and Communications Department</b>  Authority: <b>Council</b>	
<b>Section:</b> Administration  <b>Sub-Section:</b> General	Effective Date: 2008 May 05	Replaces:
	Review by Date: 5 years from approval date	Last Modified: 2011 Nov 21 2016 Nov 14

### **Policy Statement**

The Corporation of the Town of Oakville (hereinafter referred to as the town) will consider the use of grants, sponsorships, naming rights and advertising (hereinafter referred to as sponsorships) revenue to offset the costs of programs, services, facilities and events. All sponsorships, shall be consistent with the town's vision, mission and values and will not compromise or contradict any by-law or policy of the town, or reflect negatively on the town's integrity or public image. All sponsorship agreements shall be established in a manner that promotes the town's interest and results in the optimal balance of benefits to the town and the community.

### **Purpose**

The purpose of this policy is to:

- Confirm the town's interest in pursuing sponsorship initiatives
- Create an authorized environment for this practice
- Provide departments and programs with corporate procedures when seeking supplemental revenue to support town programs or when approached by external individuals or organizations
- Encourage consistency in decisions to accept or decline sponsorship initiatives
- Ensure that appropriate records are maintained.

A consistent and controlled approach to sponsorship arrangements protects the town's corporate values, image, assets, and interests while increasing the opportunity for revenue generation.

**Policy A-GEN-001, Corporate Grants, Sponsorship, Naming Rights and Advertising Sales**

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**Restrictions to Requests for Sponsorship may apply:**

1. The town will not solicit, accept, or provide sponsorships from or to companies whose reputation could prove detrimental to the town's public image.
2. The town will not allow sponsorships either directly or through third party arrangements that:
  - Promote consumption of alcohol, marijuana and ~~other~~-addictive substances, at events or venues geared primarily to children
  - Promote the sale of tobacco
  - Promote pornography
  - Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
  - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence
  - ~~Promote religious or political messages that might be deemed prejudicial to other religious or political groups.~~
3. The town will ensure that there is financial sustainability of programs and services provided by grants and sponsorships.

**Scope**

This policy applies to all relationships between the town and businesses, organizations and individuals that contribute either financially or in-kind to events, programs, services or facilities in return for recognition, acknowledgement or other promotional considerations including:

- Program and special event sponsorship
- Naming/renaming of rooms or components of town property, buildings and structures
- Paid advertising on town property, at town events, and in town publications
- Programs and service financial sustainability.

**Exclusions**

This policy does not apply to public notices, which are covered under separate corporate policy.

**Definitions**

Advertising: is the sale to an external company, organization, enterprise, association or individual of space at town facilities or events or on town printed materials.

Donation: a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program, service or corporate asset and is eligible for a Charitable Tax Credit under the Income Tax Act.

**Policy A-GEN-001, Corporate Grants, Sponsorship, Naming Rights and Advertising Sales**

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Naming Rights: a type of sponsorship in which a sponsor purchases the exclusive right to name an asset. The naming right is sold or exchanged for cash or other revenue support. This arrangement may be documented in an agreement signed by the interested parties for a specific period of time.

Sponsorship: is a mutually beneficial arrangement between the town and an external party (individual, company, vendor or organization) wherein a party contributes funds, goods or services to an event, project, program, service or corporate asset in return for recognition, or other promotional consideration.

Forms of Sponsorship:

Cash – a sponsorship received in the form of money.

In-kind – a sponsorship received in the form of goods or services of value to the town.

**References and Related Documents**

Code of Conduct policy

Banner Services for Community Events procedure

Public Notice and Engagement policy

Corporate Sponsorship procedure

Programs and Services Financial Sustainability procedure


Naming Rights procedure

Advertising Sales procedure

Purchasing By-law

Sign By-law

Ontario Human Rights Code

 The Corporation of the Town of Oakville <b>PROCEDURE</b>  <b>Corporate Sponsorship</b>	Procedure Number <b>A-GEN-001-002</b>	Page: 1 of 6
	Parent Policy No.: CA-GEN-001  Author: <b>Strategy, Policy and Communications Department</b>  Authority: <b>CAO</b>	
<b>Section:</b> Administration  <b>Sub-Section:</b> General	Effective Date: 2008 May 05	Replaces:
	Review by Date: 5 years from approval date	Last Modified: 2011 Nov 15 2016 Nov 14

### **Purpose Statement**

This procedure outlines the criteria for the solicitation, evaluation, approval and monitoring process for sponsorship opportunities.

### **Scope**

This procedure applies to all sponsorship arrangements between The Corporation of the Town of Oakville (hereinafter referred to as the town) and third parties.

This policy does not apply to grants received from the federal or provincial governments.

### **Procedure**

#### **Criteria for Corporate Sponsorship**

1. Sponsorship arrangements must align and not compromise, influence or alter the corporate goals and priorities of the town, or in any way diminish the town's public image or commitment to inclusiveness.
2. Proposed in-kind gifts or donations must be cost-effective for the town and managing sponsorship arrangements should not require significant administrative resources.
3. Sponsorship must enhance the delivery or general public awareness of town services or activities and complement the public relations, promotion and branding strategies of the town.

4. Sponsorship arrangements must comply with all federal and provincial statutes, municipal by-laws, and corporate policies and procedures.
5. Advertising devices must not impact the quality and integrity of any town property and or asset and provide no added risks to safety.

#### Restrictions for Sponsorship

1. The town will not solicit or accept sponsorships, naming rights or advertising sales from companies whose reputation could prove detrimental to the town's public image.
2. The town will not allow sponsorships or advertising, either directly or through third party arrangements that:
  - Promote consumption of alcohol, marijuana and ~~other~~-addictive substances, at events or venues geared primarily to children
  - Promote the sale of tobacco
  - Promote pornography
  - Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
  - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence.
  - ~~Promote religious or political messages that might be deemed prejudicial to other religious or political groups.~~

#### Sponsorship Process

1. During the budget business planning cycle, departments will identify sponsorship opportunities to support town programs or community initiatives.
2. Where appropriate, departments will provide a description of the sponsorship opportunity, the benefits for participation, and a description of the open and competitive procedure for expressing interest for all sponsorships valued over \$25,000.
3. Town employees may seek in-kind donations or financial contributions for town or employee related events such as, but not limited to, donations to the United Way campaign.
4. Departments may, where appropriate, offer special opportunities to sponsors as part of a sponsorship arrangement.
5. External organizations will be given equal opportunity to compete for sponsorship opportunities where appropriate.
6. The town will seek appropriate recognition for its sponsorship of community events or organizations.

### Sponsorship Evaluation

1. All sponsorship opportunities will be evaluated by considering the following factors:
  - a. Whether the department has sufficient resources (staff and financial) to maximize the benefit of the sponsorship opportunity, without compromising the effective delivery of municipal services and goals of the town
  - b. Whether the sponsorship opportunity enhances the town's image
  - c. Whether the sponsorship recognition is relative to the scale of a participant's contribution.
  - d. Whether the sponsor is in good standing with the town.

### Sponsorship Agreements

1. Staff will maintain records of all sponsorship commitments.
2. All sponsorship arrangements must be confirmed in writing with a written Letter of Understanding outlining the benefits, roles and responsibilities, fees, duration and other agreed terms of the sponsorship arrangement. Departments must maintain records of these agreements, including receipts.
3. For events or other time limited sponsorship opportunities, all sponsorship funds must be paid to the town prior to the event.

### Corporate Sponsorship Approval

Where appropriate:

1. Department directors, or designates, have the authority to enter into sponsorship arrangements within their own departments up to an annual value of \$25,000.
2. Commissioners, or designates, have the authority to approve all proposals to seek sponsorship of town programs, services, events or assets up to an annual value of \$50,000.
3. The CAO, or his/her designate, must approve sponsorship agreements over the value of \$50,000. Council endorsement may be required in specific instances as determined by the CAO.
4. Sponsorship arrangements that are potentially controversial will be reviewed and approved by the Executive Management Team prior to entering into an arrangement.
5. As part of the annual budget approval process and in accordance with existing policy, Council will approve departmental budget available for donations of staff time, financial contributions, promotional gifts, or fee waivers to the community.

Use of Sponsorships

1. All sponsorship revenues will be allocated to the relevant program or departmental budget.
2. Sponsorship fees will be used to manage the costs associated with the delivery of town services and applied to:
  - a) Reduce or eliminate the net costs of delivering a service or acquiring goods/services
  - b) Enhance or expand a town service or the ability to acquire goods or services
  - c) Provide a new service, program, event or activity (subject to Non-Tax Supported Program Sustainability procedure)
  - d) Enhance community image
  - e) Improve public awareness of town programs and services in the community.
3. The town is an integral part of the community's fabric and will contribute to external community events, programs, projects or acquisition of community assets subject to budget availability and appropriate policies.

Official Income Tax Receipt

An official income tax receipt will be issued for monetary or in-kind sponsorships or donations, upon request. A charitable registration number is not required for the municipality to receipt its donors, as municipalities have the status of a qualified donee, according to the Income Tax Act.

Criteria for issuing an official income tax receipt:

- Sponsorships or donations must be in compliance with this procedure and pre-approved by the Financial Operations department if receipts are to be issued
- Official income tax receipts will not be issued prior to receipt of donation
- Property, usually in the form of cash, is transferred by the donor
- Transfer of property is voluntary - without legal obligation
- Transfer is made without "expectation of return" - no valuable consideration or benefit of any kind to the donor as a result of payment
- The town only issues official income tax receipts for donations greater than \$25
- The town shall only issue official income tax receipts for funds that it will directly be responsible for spending
- Donations other than monetary such as transfer of tangible property, must be assessed for the fair market value of the property at the time the gift was made; donations in the form of in-kind contributions of services are not eligible for an official income tax receipt
- If there is an "expectation of return" i.e. dinner, drinks, advertising, etc. by the donor, then the fair market value of the "return" received by the donor would be reduced from the value of the donation in accordance with Canada Revenue Agency's split receipting guidelines.

Issuing an official income tax receipt:

- Departmental staff in receipt of a donation or sponsorship must complete a Request for Official Tax Receipt Letter, appendix A
- For monetary donations or sponsorships, the completed form is sent to the Financial Operations department
- In-kind donations of property greater than \$1,000 will require a qualified appraiser to provide the value and a completed form to the Financial Operations department. For some items such as used cars donated to the Fire department, a pre-determined amount has been established and is used for every donation.
- The Financial Operations department will review the form for completeness and prepare an Official Income Tax Receipt, appendix B. Receipts will be issued by February 28 to be eligible for the previous year's tax return.
- All receipts are numbered and signed by the Financial Operations department and will be mailed directly to the donors.

### **Monitoring and Evaluation**

1. Departments are responsible for monitoring the achievements of sponsorship agreements, objectives, and performance standards.
2. Departments will file a copy of all sponsorship agreements over a value of \$10,000 with the Financial Operations department. The Financial Planning department will report the total value of these sponsorship agreements to Council during the annual business planning and budgeting cycle.
3. All sponsorship agreements should be evaluated by departments on an annual basis to determine continued benefit.
4. The town and its departments reserve the right to terminate an existing sponsorship agreement should conditions arise that make it no longer in the best interests of the town.

### **Responsibilities**

1. Departments are responsible for soliciting, negotiating and administering their own agreements subject to the policy and procedures approved by Council.
2. The Legal department may assist departments in the establishment of sponsorship agreements exceeding a value of \$25,000.
3. The Strategy, Policy and Communications department may assist departments in the evaluation of all sponsorship proposals to determine the consistent use and placement of corporate logos.
4. The Financial Operations department is responsible for issuing income tax receipts subject to the criteria in the procedure and the Income Tax Act.



### **References and Related Documents**

Code of Conduct Policy  
Banner Services for Community Events Procedure  
Public Notice and Engagement Policy  
Programs and Services Financial Sustainability Procedure  
Naming Rights Procedure  
Advertising Sales Procedure  
Purchasing By-law  
Sign By-law  
Ontario Human Rights Code  
Income Tax Act

### **Definitions**

Sponsorship: is a mutually beneficial arrangement between the town and an external party (individual, company, vendor or organization) wherein a party contributes funds, goods or services to an event, project, program, service or corporate asset in return for recognition, or other promotional consideration.

Forms of Sponsorship:

Cash – a sponsorship received in the form of money.


In-kind – a sponsorship received in the form of goods or services of value to the town.

Donation: a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program, service or corporate asset and is eligible for a Charitable Tax Credit under the Income Tax Act.

### **Appendices**

Appendix A - Request for Official Income Tax Receipt Letter

Appendix B - Official Income Tax Receipt

 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>Naming Rights</b>	Procedure Number <b>A-GEN-001-003</b>	Page: 1 of 4
	Parent Policy No: A-GEN-001 Author: <b>Strategy, Policy and Communications Department</b> Authority: <b>CAO</b>	
<b>Section:</b> Administration <b>Sub-Section:</b> General	Effective Date: 2008 May 05	Replaces/Last Modified: 2011 Nov 15 2016 Nov 14
	Review by Date: 5 years from approval date	

### **Purpose Statement**

This procedure outlines the criteria for solicitation, evaluation, approval and monitoring process for naming right proposals for Town of Oakville (town) facilities.

### **Scope**

This procedure applies to any individual, corporation or external organization that proposes to name a new or existing municipal facility, room or component in recognition for financial or other support.

### **Procedure**

#### **Criteria for Naming Rights**

1. All naming rights arrangements must not compromise, influence or alter the corporate goals and priorities of the town, or diminish the town's public image or commitment to inclusiveness.
2. Naming rights arrangements must enhance the delivery or general public awareness of town services or activities and complement the public relations and visual identity of the town.
3. Naming rights arrangements must comply with all federal and provincial statutes, municipal by-laws, and corporate policies and procedures.

4. Managing naming rights arrangements should not require disproportionate administrative resources.
5. Display of naming rights must not take precedence over the display of the town's corporate identity on its facilities and must not incur added risks to safety.
6. Timeframe for naming rights will be established.

#### Restrictions for Naming Rights

1. The town will not solicit or accept sponsorships, naming rights or advertising sales from companies whose reputation could prove detrimental to the town's public image.
2. The town will not allow sponsorships, naming rights or advertising, either directly or through third party arrangements that:
  - Promote consumption of alcohol, marijuana and ~~other~~ addictive substances, at events or venues geared primarily to children
  - Promote the sale of tobacco
  - Promote pornography
  - Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
  - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence
  - ~~Promote religious or political messages that might be deemed prejudicial to other religious or political groups.~~

Council may at its discretion overrule the established criteria.

#### Naming Rights Solicitation

1. The town will consider interest from potential sponsors for naming rights for specific town assets.
2. Where appropriate, the town may issue a Request for Proposal (RFP) for a fundraising feasibility study for naming rights of a specific town facility in accordance with the town's purchasing by-law.
3. The town will provide potential individuals, organizations or corporations seeking naming rights with details regarding the value of the contribution, including official recognition such as signage and other specifications.
4. Naming rights must not negatively affect the reputation and integrity of town properties. The town will undertake and keep a record of due diligence research and examination of the background and financial condition, business operations and contractual obligations of the potential sponsor.

### Naming Rights Evaluation

1. All naming rights arrangements will be evaluated against established criteria. The town may solicit the expertise of an outside firm to assess the costs and benefits of the proposal.
2. In evaluating naming right opportunities, commissioners and/or department directors will consider the following factors:
  - a) Whether the department has sufficient resources (staff and financial) to maximize the benefit of the naming right arrangement without compromising the effective delivery of municipal services and goals of the town
  - b) Whether the naming rights opportunity enhances the town's image
  - c) Whether the opportunity considers and reflects existing naming rights arrangements
  - d) Whether the sponsor is in good standing with the town.

### Naming Rights Agreements

1. All naming rights arrangements must be confirmed by a written agreement outlining the benefits, roles and responsibilities, fees, payment schedule, duration and other agreed terms of the naming rights arrangement. Departments must maintain records of these agreements, including receipts.
2. All naming rights arrangements should be evaluated by relevant departments on an annual basis to determine continued benefit.
3. The town reserves the right to terminate an existing naming rights arrangement should conditions arise that make it no longer in the best interests of the town.

### Naming Rights Approval

Where appropriate,

1. Department directors, or designates, have the authority to enter into naming rights arrangements within their own departments up to an annual value of \$25,000.
2. Commissioners, or designates, have the authority to approve all proposals to seek naming rights of a new or existing municipal facility, room or component up to an annual value of \$50,000.
3. The CAO, or his/her designate, must approve naming rights agreements over the value of \$50,000. Council endorsement may be required in specific instances as determined by the CAO.
4. Naming rights arrangements that are potentially controversial will be reviewed and approved by the Executive Management Team prior to entering into an arrangement.
5. Naming rights of buildings require Council approval.

### **Responsibilities**

1. Departments are responsible for soliciting, negotiating and administering naming rights agreements on behalf of the town subject to the policy and procedures approved by Council.
2. The Financial Operations department will ensure invoicing and collection in accordance with town policies.
3. The Legal department shall assist departments in the establishment of sponsorship agreements.
4. The Strategy, Policy and Communications department shall assist departments in determining the appropriate display of naming rights and the town's corporate identity.


### **References and Related Documents**

Code of Conduct policy  
Banner Services for Community Events procedure  
Public Notice and Engagement policy  
Corporate Sponsorship procedure  
Advertising Sales procedure  
Purchasing By-law  
Sign By-law  
Ontario Human Rights Code  
Income Tax Act

### **Definitions**

**Town Facility:** refers to any building, structure or area of land owned by or under the direction and control of the town, including among other things: leisure centres, sports and fitness facilities, arenas, parks, park amenities, branch libraries, exhibition facilities and bridges.

**Naming Rights:** a type of sponsorship in which a sponsor purchases the exclusive right to name an asset. The naming right is sold or exchanged for cash or other revenue support. This arrangement may be documented in an agreement signed by the interested parties for a specific period of time.

 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>Advertising Sales</b>	Procedure Number A-GEN-001-004	Page: 1 of 4
	Parent Policy No: A-GEN-001 Author: <b>Strategy, Policy and Communications Department</b> Authority: <b>CAO</b>	
<b>Section:</b> Administration <b>Sub-Section:</b> General	Effective Date: 2008 May 05	Replaces: 08-01-08, 11-03-12
	Review by Date: 5 years from approval date	Last Modified: 2011 Nov 15 Council/CAO approval date

### **Purpose Statement**

1. This procedure provides parameters and guidelines that safeguard the Corporation of the Town of Oakville's (hereinafter referred to as the town) corporate values, image, assets, and interests while increasing the opportunities for revenue generation through advertising.
2. To protect the integrity of the town website, and to preserve its primary role as an information forum of the town's objectives, the display of advertising is prohibited on the town website.

### **Scope**

Advertising is the sale of space at town events or facilities or on town printed materials to an external company, organization, enterprise, association or individual. Advertising involves the purchase by an advertiser of advertising space sold at rates determined by the town. The purchaser of such space is not entitled to any additional benefits other than those accruing from access to the space purchased.

The primary role of the town website is to provide information. Co-branding, hyperlinked logos, link exchanges, and associate, affiliate, and referral programs will be considered advertising if compensation is exchanged or anticipated, and will not be permitted. Text links from the town's website that are provided for informational purposes or as part of a comprehensive list of sources or sponsors will not be considered advertising, and they are permitted.

### Exclusions

This procedure does not apply to advertising paid for by the town to promote town programs and services.

### Restrictions for Advertising

1. The town will not solicit or accept sponsorships, naming rights or advertising sales from companies whose reputation could prove detrimental to the town's public image.
2. The town will not allow sponsorships, naming rights or advertising, either directly or through third party arrangements that:
  - Promote consumption of alcohol, marijuana and ~~other~~ addictive substances, at events or venues geared primarily to children
  - Promote the sale of tobacco
  - Promote pornography
  - Promote the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
  - Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence
  - ~~Promote religious or political messages that might be deemed prejudicial to other religious or political groups.~~

### Procedure

#### Criteria for Advertising

1. Advertisements at town events, facilities, properties or in town publications must not in any way diminish the town's public image or commitment to inclusiveness.
2. Advertising arrangements must comply with all federal and provincial statutes, Canadian Code of Advertising Standards, the town's purchasing by-law, municipal by-laws, and corporate policies and procedures.
3. Managing advertising arrangements should not require significant administrative resources.
4. Advertising devices must not impact the quality and integrity of any town properties and provide no safety risks.
5. All advertisements must have the name or logo of the sponsor identified.

#### Advertising Solicitation

1. Departments are responsible for soliciting, negotiating and administering their own advertising agreements.

2. Departments are responsible for ensuring that third party advertising relationships abide by the restrictions noted in this procedure and in accordance with the town's purchasing by-law.
3. Departments are responsible for maintaining a record of all advertising revenues received.
4. External organizations will be given equal opportunity to advertise in town publications or at town events where appropriate.

#### Advertising Evaluation

1. Staff will consider whether the proposed advertising opportunity enhances the town's image.
2. Staff approving advertising proposals must ensure that all relevant by-laws and policies are adhered to, appropriate consultation and approval authorities are respected, and where applicable that insurance, indemnification, and permits have been obtained.

#### Advertising Approval

1. Where appropriate, department directors, or their designates, have the authority to enter into advertising agreements within their own departments up to an annual value of \$25,000.
2. Commissioners, or their designates, have the authority to approve all advertising agreements up to an annual value of \$50,000.
3. The CAO, or his/her designate, must approve advertising agreements over the annual value of \$50,000. Council endorsement may be required in specific instances as determined by the CAO.
4. The town may require parties to obtain written third-party community support for advertising messages.

#### Monitoring and Evaluation

1. Departments will monitor public response to advertising and respond to any complaints about advertising content or design.
2. All advertising agreements should be evaluated by departments on an annual basis to determine continued benefit.
3. The town and its departments reserve the right to terminate an existing advertising agreement should conditions arise that make it no longer in the best interests of the town.



### **Responsibilities**


1. Departments are responsible for soliciting, negotiating and administering agreements subject to the applicable policy and procedures.
2. The Legal department may assist departments in the establishment of advertising agreements exceeding a value of \$25,000.
3. The Strategy, Policy and Communications department may assist departments to determine the consistent use and placement of advertising and for approving website links.

### **References and Related Documents**

Corporate Grants, Sponsorship, Naming Rights, and Advertising Sales Policy  
Code of Conduct Policy  
Public Notice and Engagement Policy  
Banner Services for Community Events Procedure  
Purchasing By-law  
Sign By-law  
Ontario Human Rights Code  
Canadian Code of Advertising Standards  
Income Tax Act

### **Definitions**

Advertising: is the sale to an external company, organization, enterprise, association or individual of space at town facilities or events or on town printed materials.

 The Corporation of the Town of Oakville <b>POLICY</b> <b>Information Technology General Use and Practices</b>	Policy Number <b>A-ISS-001</b>	Page: 1 of 3
	Author: <b>Information Systems</b>  Authority: <b>Council</b>	
<b>Section:</b> Administration  <b>Sub-Section:</b> Information Systems + Solutions	Effective Date: 2006 July 04	Formerly: General Use of Information Technology Resources  Last Modified: 2012 Apr 16
	Review by Date: 5 years from approval date	

### **Policy Statement**

The Information Systems department (IS) supplies programs and systems, maintenance and support of information technology resources (IT) to aid the Town of Oakville (town) in delivering programs and services to facilitate the business of the town in an ethical and lawful manner.

### **Purpose**

The purpose of this policy is to provide a context for procedures that outline standards and best practices to:

1. Establish and setup guidelines.
2. Ensure appropriate use of information technology resources.
3. Establish the town's expectation on acceptable uses of information and technology resources.
4. Provide auditable standards and recognized practices by which questions of acceptable information technology resources use may be measured.
5. Identify applicable legislation, regulations and procedures.
6. Guide alignment of the business direction of the town and current technologies, industry standards, best practices and procedures through regular review by IS management staff.
7. Provide guidelines for ethical use and continuous services.
8. To safeguard the systems, sensitive information and employees from unwanted attacks.

## **Scope**

1. The IS department will provide services in line with recognized industry best practices, in accordance with established standards and procedures in an ethical and lawful manner.
2. The IS department is responsible for selection, configuration, installation and training of hardware and software business technologies based on business requirements and needs. Purchase of all technologies will follow the approved purchasing policies and guidelines.
3. The IS Director and supporting management team will review underlying procedures annually to ensure they are in line with the business direction and are on par with current technologies and industry standards and best practices.
4. Changes to any programs, the service, technologies or other tactical plans will be reviewed by an established IS Steering Committee that will determine the direction of information technology plans, projects, service levels, objectives, aims and goals.
5. All procedures will be developed in accordance with standards, legislation, and regulations while in-line with auditable and recognized practices.
6. Procedures will be developed to guide the IS department and town staff (and affiliates) to ensure continuous services, that systems and technology will be used in a responsible and ethical manner, in order to safeguard the systems, sensitive information and employees from unwanted attacks.

This policy applies to any person that is provided access to town owned information technology resources including; town employees, elected officials, employees, contractors, consultants, volunteers, students and interns (Users).

Use of the town's information technology resources that contravenes policies and/or procedures may result in disciplinary action up to and including dismissal from employment, seeking restitution, commencement of civil action, criminal prosecution or a combination thereof.

## **References and Related Documents**

A-ISS-001-001 Information Technology General Use and Practices Procedure

[A-ISS-001-002 Public WiFi Usage and Disclaimer Procedure](#)

A-ISS-001-003 Equipment and System Access Requests Procedure

A-ISS-001-004 User Security Settings and System Configurations Procedure

Municipal Freedom of Information and Protection of Privacy Act

The Ontario Human Rights Code

Respectful Conduct Policy

Codes of Conduct

The Copyright Act

The Criminal Code of Canada

COBIT Framework

PCI DSS Framework

**COBIT Framework objectives:**

PO 4.3 – IT Steering Committee  
PO 6 – Communicate Management Aims and Directions  
PO 6.3 – IT Policies Management  
PO 6.4 – Policy, Standards and Procedures Rollout  
PO 6.5 – Communication of IT Objectives and Direction


**Definitions**

Information technology resources include (but not limited to):

- Town provided networks (both wired and wireless) that allow access to and supply access to the Internet.
- Portico and town intranets.
- Shared network drives and files.
- Email accounts, shared access, calendars and contacts.
- Desktop and laptop computers or other forms of data processing devices.
- Cell phones, land line phones, voicemail, handheld smart phone technologies.
- Programs, software and applications.
- Audio-visual communication equipment and devices.
- Portable media and storage devices.
- POS and pin pad terminals.

COBIT - Control Objectives for Information and related Technology is a recognized and accepted practice to document and identify control objectives, activities functions, stakeholders, dependencies, and the processes that are the efforts of enterprise 'IT' functions as it relates to itself and other areas of the business. The framework can ensure that an Information Technology department is operating responsibly, effectively and is auditable in its operation.

PCI or PCI-DSS - Payment Card Industry Data Security Standard is a set of requirements for any business that stores, processes or transmits payment cardholder information. The framework is intended to secure the payment environment and cardholder information in a set of common-sense steps that mirror best security practices.

 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>Information Technology General Use and Practices</b>	Procedure Number <b>A-ISS-001-001</b>	Page: 1 of 7
	Parent Policy No.: A-ISS-001 Author: <b>Information Systems</b> Authority: <b>CAO</b>	
<b>Section:</b> Administration <b>Sub-Section:</b> Information Systems + Solutions	Effective Date: 2006 July 04	Formerly: General Use of Information Technology Resources Last Modified: 2012 Apr 16
	Review by Date: 5 years from approval date	

## **Purpose Statement**

This procedure defines the standards and guidelines for the acceptable use of information technology resources. The areas covered include, access and security, internet and electronic mail (email) use, the use of software, hardware and all related devices, and examples of unacceptable uses of personal accounts.

## **Scope**

This procedure applies to all users including town employees (including but not limited to full-time, part-time, students, volunteers, temporary and interns), elected officials, and any individual representing or acting on behalf of the town in any manner, contractors, consultants, volunteers, students, interns, the public and any other individuals with authorized access to and who use town provided information technology (IT) resources.

IT resources for the purpose of this procedure include, but are not limited to; voicemail, telephones, internet, intranet and email system(s); electronic data transmission equipment and devices, software and hardware, portable media, storage devices, network(s), point of sale equipment, radios and other audio-voice communication equipment and video systems.

## **Procedure**

### **1. Access and Security**

The confidentiality and integrity of data stored will be protected by access controls to ensure that only authorized users have access. This access will be restricted to only those capabilities that are appropriate to each user's job duties.

Directors must notify the IS department immediately, of terminations, extended absences, transfers or re-assignments of employees, so that access privileges can be modified or revoked.

To ensure high standards of security and protect corporate information, users must adhere to the User Security Settings and System Configuration procedure.

## **2. Compliance with Applicable laws, Regulations and Corporate Policies**

Information technology resources must be used in compliance with applicable laws or regulations, professional standards, software licensing agreements and Corporate Policies and procedures including but not limited to Respectful Conduct Policy and Codes of Conduct.

## **3. Freedom of Information and Protection of Privacy**

Information technology resources are to be used in a manner consistent with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and applicable Corporate Policies and Procedures. Voicemail, pictures, videos and email messages are considered to be matter of corporate record under the provisions of MFIPPA and must be saved and stored for reference. IS maintains secured copies of all emails to fulfill these legislated email retention requirements, but staff should maintain copies of pertinent voicemail messages, pictures and video files and have them securely stored with their other electronic files. IS has the ability to convert voicemail messages to an electronic file, such as mp3, to facilitate ease in storage. Users, uncertain which messages to save, should consult with their supervisor.

## **4. Ownership**

Anything stored or resident on the town systems and all information technology resources acquired and managed by the IS department remain property of the town. Additionally, all equipment provided by the town remains the property of the Town of Oakville, and at the end of its useful life, must be returned to the IS department for proper disposal.

## **5. Personal Use**

Occasional or incidental personal use of information technology resources is permitted within reasonable limits, provided it does not conflict with business use or time, or impact negatively on other users or on the information technology resources, or adversely affect an individual's performance of work duties and responsibilities. Users are responsible for exercising good judgment regarding the reasonableness of personal use. The systems and resources furnished by the town remain the property of the town. Therefore ~~every employee~~ is all users are responsible for their actions while using any town resource or network. The town reserves the right to view, change or modify files located anywhere on the network for the purpose of support, best practices, improvements or when issues arise. Any person in violation of Human Rights laws, or Corporate Policies and procedures is subject to disciplinary action.

Personal time is defined as a maximum 60-minute period in increments of 10-minutes that users can search and use the Internet for personal reasons in recognition that computers may be used at lunch and breaks. This personal time is a privilege and should be used ethically and responsibly. IS+S may need to modify the use of personal time based on technical constraints and changes in organizational decisions. At no time will Personal Use extend to the usage of Town of Oakville equipment for personal gain or profit or for personal business use.

## 6. Monitoring

The town respects the privacy of users, however ~~in some circumstances~~ the town reserves the right to monitor all town information technology to ensure proper working order, appropriate use by employees and security of the corporate data without user consent. ~~These circumstances include but are not limited to: Internet usage and activity, Municipal Freedom of Information requests, court order, health and safety concerns, the existence of reasonable grounds for suspicion of violation of the law, contravention of town policy and procedures, or to diagnose the integrity of the system.~~ The town may delete, intercept or block any traffic on its networks, to prevent spam, pornography, hate related material, or illegal use of town property and violation of town policy and procedure.

## 7. Preserving Assets

Town information technology resources are valuable assets and users of such are expected to exercise reasonable care to prevent abuse to, theft of, or excessive wear of town information technology resources.

## 8. Internet Access

Access to internet is provided to users to facilitate town business. It is a breach of the Use of Information Technology Resources Procedure to access websites that contain any form of material of a nature that is pornographic, obscene, hateful, offensive; or other objectionable materials.

Information may be downloaded from the internet for town business purposes; such information includes reports, spreadsheets, presentations, information files, etc. from other institutions and government agencies that may be useful to the town. The use of audio or video streams from the town's intranet or internet sites is permitted for business use only. Use of audio or video streams and the use of audio/video communication tools for topics not related to the interest of the town are prohibited and should be limited to business use with prior consent from the IS department. Examples of audio/video communication tools may include media video sites such as YouTube, iTunes radio and satellite radio streaming, Skype, iChat, VOIP Buster etc.

Executable software (programs) may not be downloaded, and will not be available for installation. If software is required, a request to the IS department via the Help Desk, should be made in order to ensure licenses are available.

The IS department will monitor internet use and block access to some web sites that pose system risks and are not in compliance with the Information Technology General Use and Practices Policy and Procedure.

## **9. Email**

The town's email service is provided to communicate messages and attach electronic files for electronic distribution via the internet and intranet for town business purposes.

Users shall conduct email messaging in the same manner as they would other business correspondence, being mindful of the fact that email transmissions over the internet are not secure and may be intercepted and disclosed to third parties.

Generally, information which is sensitive or confidential in nature (such as personal information about individuals, employee performance or other human resource issues, information regarding issues to be discussed in closed door sessions, etc.) should not be sent via email, but where required, should be marked confidential.

In addition, similar to the Personal Use section, employees recognize the town's systems belong to the town and should always exercise good judgment in the workplace. If an employee is in violation of the Human Rights Code or the Corporate Policies and/or procedures they may be subject to disciplinary action.

## **10. Software, Hardware and Data Use**

All software hardware and data (technology resources) acquired for or developed by town users are the property of the town. All such technology resources must be used in compliance with applicable licences, notices, contracts and agreements. Applications and/or data that is subject to licence agreements, may not be reproduced or shared in any form without permission of the vendor.

Technology resources must be acquired from authorized vendors in accordance with the town Purchasing By-law. Technology resource acquisitions shall be centralized within the IS department to ensure that all applications conform to corporate technology standards.

All requests for corporate technology resources must be submitted to the IS department for review, to determine compatibility with current technology resources, and the standard resource that best accommodates the desired request and approval.

Software installed on user systems will be based on an approved list of applications and requested on the System Access Request form. Non-corporate software will be uninstalled and future user access to install will be restricted. Employees shall not download or attempt to install non-approved applications; examples include (but are not limited to) screensavers, file or photo sharing applications, satellite radio streamers, camera drivers, etc.

Original electronic media will be kept by IS department, and only the appropriate copies of software and documentation will be given to authorized users.

## **11. Unacceptable Uses of Town Information Technology Resources**

In addition to the examples outlined in other sections, examples of unacceptable use of town IT resources include:



Accessing website content that:

- a. Promotes pornography.
- b. Presents demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence.
- c. Continuous unauthorized media streaming / external web-radio, and web video stations
- d. Using accounts to harass, threaten, embarrass or annoy others or to send material considered obscene, abusive, threatening, libelous or defamatory.

In addition, the following activities represent unacceptable use of website and/or user technologies:

- a. Soliciting [or conducting](#) business for personal gain or profit ~~over the internet~~ [using Town owned technology or resources](#).
- b. Sending chain letters or junk mail (spamming).
- c. Forwarding inappropriate email, graphic or sound files.
- d. Misrepresenting the originator of any communication.
- e. Downloading and running any executable software, i.e. files with the extension .exe or .com without previous approval from IS and/or assistance from a member of the IS department.
- f. Using accounts [or technology](#) for illegal purposes including the use of pirated or unlicensed software;
- g. Using accounts [or technology](#) to circumvent copyrights, trademarks of other intellectual property rights;
- h. Installing software that is not supported by and or without the authority of the IS department.
- i. Accessing someone else's personal account, or providing the means to do so without proper delegated authority.
- j. Deleting or modifying files belonging to other users without consent.
- k. Installing or inserting portable media devices such as USB sticks or drives, iPods, MP3 Players and handheld smart phone technologies without a business purpose or use.

## 12. Lost or Stolen Equipment

Users will exercise care with town property and will secure equipment when travelling or transporting equipment. Laptops and accessories should not be left in a vehicle. Cell phones and Blackberries ~~should~~ [are required to](#) use password protection to secure confidential information.

Where and whenever equipment has been lost or stolen, the loss shall be reported immediately to the employees' manager as well as IS. This reporting will ensure communication tools or devices can be removed from networks and will mitigate risks that may arise, where issues with compliance may occur or where breaches of confidential information may be impacted.

## 13. Consequences of Non-Compliance

Users who fail to comply with the IT General Use and Practices procedure may lose access privileges. Depending upon the severity of the violation, users may be subject to disciplinary action up to and including dismissal. Illegal violations by any user can and will be reported to the appropriate authorities.

### **References and Related Documents**

A-ISS-001-002 Public WiFi Usage and Disclaimer Procedure  
A-ISS-001-003 Equipment and System Access Requests Procedure  
A-ISS-001-004 User Security Settings and System Configurations Procedure  
Municipal Freedom of Information and Protection of Privacy Act  
The Ontario Human Rights Code  
Respectful Conduct Policy  
Code of Conduct  
The Copyright Act  
The Criminal Code of Canada  
Records Retention By-law  
Purchasing By-law of the Town of Oakville  
Highway Traffic Act  
Use of Town Vehicles, Equipment and Facility Resource(s) Policy

### **COBIT Framework Objectives:**

- AI 4 – Enable Operation and Use
- AI 4.3 – Knowledge Transfer to End Users
- DS 5 – Ensure Systems Security
- DS 5.5 – Security Testing, Surveillance and Monitoring
- DS 5.10 – Network Security
- DS 5.11 – Exchange of Sensitive Data
- DS 7 – Educate and Train Users

### **Responsibilities**

The following are responsible for:

#### Users

- a) adhering to the IT General Use and Practices Policy and all underlying procedures;
- b) all activities on personal accounts;
- c) ensuring confidential information is handled appropriately;
- d) reporting any known or suspected violations to the immediate supervisor or manager.


#### Management

- a) making employees aware of the IT General Use and Practices Policy and all underlying procedures, and reporting any contraventions of same;
- b) ensuring that access rights of employees are issued or revoked in a timely manner when changes are required;
- c) ensuring that any town owned hardware/software is returned to the town.

The IS department shall in conjunction with other departments, provide leadership, management and control over corporate data application systems and software in order to ensure corporate strategies are supported and that information to manage the town is standardized, consistent and reliable.

The IS department is responsible for:

- a) establishing hardware, software, video and communications technology standards to ensure a secure and reliable information technology and communications environment.
- b) monitoring the use of IT resources to ensure compliance with corporate policy and procedures.
- c) providing user manuals and other appropriate user tools for independent study by user departments where appropriate.
- d) scheduling training opportunities, on a regular basis, for all standardized applications for all user groups.
- e) operating a help desk support service for user inquiries on all standard applications and acting as a consultant for systems design of new products.
- f) purchasing and support of all approved desktop, laptop computers or other forms of data processing hardware, software and peripherals.
- g) purchasing and support of all approved cell phones, land line phones, voicemail and hand held smart phone technologies.
- h) all computer equipment installations, modifications, and relocations.
- i) purchasing and supporting of all other approved technologies as covered by the IT General Use and Practices Policy and procedures.

 The Corporation of the Town of Oakville <b>PROCEDURE</b>  <b>Information Technology Public WiFi usage and Disclaimer</b>	Procedure Number <b>A-ISS-001-002</b>	Page: 1 of 3
	Parent Policy No.: A-ISS-001  Author: <b>Information Systems</b>  Authority: <b>CAO</b>	
<b>Section:</b> Administration <b>Sub-Section:</b> Information Systems + Solutions	Effective Date: Council/CAO approval date	Replaces:  Last Modified:
	Review by Date: 5 years from approval date	

### **Purpose Statement**

This procedure defines the public access procedure and the associated public WiFi use disclaimer. Full copy of the disclaimer can be found in A-ISS-001-002 Appendix A - Public WIFI Disclaimer

### **Scope**

This procedure applies to all users that wish to use Oakville's Public WiFi environment that is available within various public buildings, parks, and streets within Oakville. Public wishing to use the Oakville Public WiFi environment must agree to the terms of the disclaimer when presented at Public SSID connection.

The Public WiFi Disclaimer identifies the rights, restrictions, filtering and measures used within the Public WiFi environment.

Full copy of the disclaimer can be found in A-ISS-001-002 Appendix A - Public WIFI Disclaimer

**Procedure****1) User Action**

The Public will be presented with the following Acceptance of Terms and Conditions screen at point of device request to connect to the Public SSID:

BY USING THE WI-FI SYSTEM, YOU REPRESENT, ACKNOWLEDGE AND AGREE that: 1. YOU HAVE READ, UNDERSTAND AND AGREE TO THE TERMS; AND 2. YOU ARE AT LEAST 18 YEARS OF AGE. If you do not agree to the Terms, you are not permitted to, and must not, use the Wi-Fi System. Your electronic acceptance of the Terms by clicking on "Accept" on the Wi-Fi System sign-up/log-in page and use of the Wi-Fi System represents your agreement to the Terms and has the same effect as if you had actually signed the Terms. The effective date of the Terms is the date that you click on "Accept"

- a) When clicking on Accept, the user will be connected to the Public WiFi environment
- b) The user will be able to click onto the link, to view the details of the Public WiFi Disclaimer ( see appendix A )

**2) Access and Security**

- a) The Town reserves the right, in its sole discretion, to modify or discontinue, temporarily or permanently, at any time and from time to time the Wi-Fi System or any part thereof with or without notice.
- b) the Town has no control over any third party network you may access in the course of your use of the Wi-Fi System, and therefore delay and disruptions of other network transmissions are beyond the control of the Town.
- c) the Town will not be liable to you for any such modification, suspension, interruption or discontinuance of the Wi-Fi System
- d) The Town uses a filter that operates to block access to certain prohibited content but it is impossible to filter all content that may be offensive, illegal, or harmful.
- c) The Town reserves the right, in its sole discretion, to modify the Public WiFi Disclaimer as required ( see appendix A )
- d) The most current version will be maintained on-line and linked to the Accept button to ensure that the Public has access when they connect

**3) Compliance with Applicable laws, Regulations and Corporate Policies**

- a) The disclaimer identifies the responsibilities of the Public in terms of:
  - i) Public to provide all equipment (including computer hardware and software, personal digital assistants, wireless network cards, etc.) needed to connect to the Wi-Fi System,
  - ii) comply with local, provincial, federal and international laws and regulations, including but not limited to copyright and intellectual property rights laws.

- iii) agree to be responsible for and to bear all risk and consequences for: (i) the accuracy, completeness, reliability and/or usefulness of any content or information available or accessible through the Wi-Fi System, and (ii) all communications that are sent or received via the Wi-Fi System
- b) The Town will not be responsible for any corrupted files or viruses which may affect the public in your use of the Wi-Fi System.
- c) The Town does not ensure or guarantee privacy or security for users of the Wi-Fi System.
- d) All users of the Wi-Fi System must comply with the Town's IS General Use and Practices Policy <https://www.oakville.ca/townhall/a-iss-001.html> (GUPP) which is intended to prevent unacceptable uses of the Wi-Fi System.

#### **4) Freedom of Information and Protection of Privacy**

The disclaimer identifies the responsibilities of the Public in terms of:

- a) It is their sole responsibility to safeguard their system
- b) The Town does not ensure or guarantee privacy or security for users of the Wi-Fi System.
- c) The Town does not exercise editorial control or review the content of any web site, electronic mail transmission, newsgroup or other material created or accessible over or through the Wi-Fi System.
- d) The Town reserves the right to remove, block, filter or restrict by any other means any materials that, in its sole discretion, may be illegal, may subject the Town to liability or may violate its GUPP
- e) the Town may disclose your communications and activities using the Wi-Fi System in response to lawful requests by governmental authorities, law enforcement and judicial orders

#### **5) Consequences of Non-Compliance**

- a) The Town reserves the right to remove, block, filter or restrict by any other means any materials that, in its sole discretion, may be illegal, may subject the Town to liability or may violate its GUPP.
- b) The Town may cooperate with legal authorities and/or third parties in the investigation of any suspected or alleged crime or civil wrong.

#### **References and Related Documents**

A-ISS-001 Information Technology General Use and Practices Policy

A-ISS-001-002 Appendix A - Public WIFI Disclaimer

Municipal Freedom of Information and Protection of Privacy Act

The Ontario Human Rights Code

The Copyright Act

The Criminal Code of Canada

## **Public WiFi Disclaimer – WiFi Terms and Conditions of Use**

WI-FI TERMS AND CONDITIONS OF USE Please read the following carefully before using this wireless service. You may not use this wireless service without accepting these Terms and Conditions. Welcome to the wireless Internet access system ("Wi-Fi System") provided by The Corporation of the Town of Oakville (the "Town"). The following terms and conditions of use ("Terms"), govern both your rights and responsibilities and the Town's rights and responsibilities relating to your use of the Wi-Fi System at the Town.

**Acceptance of Terms and Conditions** BY USING THE WI-FI SYSTEM, YOU REPRESENT, ACKNOWLEDGE AND AGREE that: 1. YOU HAVE READ, UNDERSTAND AND AGREE TO THE TERMS; AND 2. YOU ARE AT LEAST 18 YEARS OF AGE. If you do not agree to the Terms, you are not permitted to, and must not, use the Wi-Fi System. Your electronic acceptance of the Terms by clicking on "Accept" on the Wi-Fi System sign-up/log-in page and use of the Wi-Fi System represents your agreement to the Terms and has the same effect as if you had actually signed the Terms. The effective date of the Terms is the date that you click on "Accept".

**Description of Wi-Fi System/Service Availability** The Town will provide wireless access to the Wi-Fi System at certain locations within Town facilities that have been equipped with wireless access points ("Enabled Locations"). Enabled Locations may not be available in all areas of the Town, and may not always be operational. You understand and agree that temporary interruptions of the Wi-Fi System may occur as normal events in the provision of the Wi-Fi System. The Town reserves the right, in its sole discretion, to modify or discontinue, temporarily or permanently, at any time and from time to time the Wi-Fi System or any part thereof with or without notice. You further understand and agree that the Town has no control over any third party network you may access in the course of your use of the Wi-Fi System, and therefore delay and disruptions of other network transmissions are beyond the control of the Town. You agree that the Town will not be liable to you for any such modification, suspension, interruption or discontinuance of the Wi-Fi System.

**Access to Internet** The Town uses a filter that operates to block access to certain prohibited content but it is impossible to filter all content that may be offensive, illegal, or harmful. You acknowledge that if you access the Internet you may receive or be exposed to content, goods or services which you consider to be improper, inaccurate, misleading, defamatory, obscene or otherwise offensive. The Town reserves the right, in its sole discretion, to immediately terminate or suspend all or a portion of your access to/use of the Wi-Fi System, without notice, for any reason including but not limited to violation of the Terms, conduct that the Town believes violates its acceptable use or other policies, or security or safety reasons. You agree that the Town is not liable for any termination or suspension of your access, for any action or inaction with respect to any such content on the Internet accessible through the Wi-Fi System, nor for any use by you of the Internet or the Wi-Fi System.

**Procedure A-ISS-001-002, Information Technology Public WiFi Usage and Disclaimer**

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**Your Responsibilities** In your use of the Wi-Fi System, you must: (1) provide all equipment (including computer hardware and software, personal digital assistants, wireless network cards, etc.) needed to connect to the Wi-Fi System, and (2) comply with local, provincial, federal and international laws and regulations, including but not limited to copyright and intellectual property rights laws. You agree to be responsible for and to bear all risk and consequences for: (1) the accuracy, completeness, reliability and/or usefulness of any content or information available or accessible to you through the Wi-Fi System, and (2) all communications that you send or receive via the Wi-Fi System.

**Security and Privacy** The Town will not be responsible for any corrupted files or viruses which may affect you in your use of the Wi-Fi System. It is your sole responsibility to safeguard your system, through appropriate means (e.g. using commercially available anti-virus software), from theft, unauthorized use or system corruption. The Town does not ensure or guarantee privacy or security for users of the Wi-Fi System. Any such use will be at your sole risk and the Town will be relieved from all liability in connection with your use. Wireless Internet access represents additional security risks (as compared with wired Internet connection) because access to your compatible device is possible without being physically connected to your device. Therefore, it is strongly recommended that you (and it is your responsibility to) ensure that the configuration of your device is secure. In order to work with the widest variety of devices, you acknowledge that the Enabled Locations do not provide any level of encryption (such as WEP, WPA or other encryption and authentication mechanisms).

**Acceptable Use Policy** All users of the Wi-Fi System must comply with the Town's IS General Use and Practices Policy <https://www.oakville.ca/townhall/a-iss-001.html> (GUPP) which is intended to prevent unacceptable uses of the Wi-Fi System. The Town may actively monitor the use of the Wi-Fi System but does not do so under normal circumstances. Similarly the Town does not exercise editorial control or review the content of any web site, electronic mail transmission, newsgroup or other material created or accessible over or through the Wi-Fi System. However, the Town reserves the right to remove, block, filter or restrict by any other means any materials that, in its sole discretion, may be illegal, may subject the Town to liability or may violate its GUPP. The Town may cooperate with legal authorities and/or third parties in the investigation of any suspected or alleged crime or civil wrong. Violation of this policy may result in the suspension or termination of your access to the Wi-Fi System with no refund to you. The following constitute examples of violations of the Town's GUPP, and you specifically agree that you will not use the Wi-Fi System to:

1. Transmit any material (by uploading, posting, email or otherwise) that is unlawful, threatening, abusive, harassing, tortious, defamatory, obscene, libelous, invasive of another's privacy, hateful or racially, ethnically or otherwise objectionable;
2. Harm, or attempt to harm, minors in any way;
3. Impersonate any person or entity or falsely state or otherwise misrepresent your affiliation with a person or entity; forge headers or otherwise manipulate identifiers in order to disguise the origin of any material transmitted through the Wi-Fi System;



**Procedure A-ISS-001-002, Information Technology Public WiFi Usage and Disclaimer**

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4. Transmit any material (by uploading, posting, email or otherwise) that you do not have a right to make available under any law or under contractual or fiduciary relationships (such as inside information, proprietary and confidential information learned or disclosed as part of employment relationships or under non-disclosure agreements);
5. Transmit any material (by uploading, posting, email or otherwise) that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party;
6. Transmit (by uploading, posting, email or otherwise) any unsolicited or unauthorized advertising, promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes" or any other form of solicitation;
7. Transmit any material (by uploading, posting, email or otherwise) that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;
8. Interfere with or disrupt the Wi-Fi System or servers or networks connected to the Wi-Fi System, or disobey any requirements, procedures, policies or regulations of networks connected to the Wi-Fi System;
9. Intentionally or unintentionally violate any applicable local, provincial, federal or international law, or any regulations having the force of law;
10. "Stalk" or otherwise harass another; or collect or store, or attempt to collect or store, personal data about third parties without their knowledge or consent;
11. Resell the Wi-Fi System without the Town's authorization; and/or
12. Use the Wi-Fi System for high volume data transfers, especially sustained high volume data transfers, hosting a web server, FTP server, IRC server, or any other server. You understand and agree that the Town may disclose your communications and activities using the Wi-Fi System in response to lawful requests by governmental authorities, law enforcement and judicial orders.


**Modifications** The Town may, at its sole discretion, modify the Terms at any time. Such modifications will be binding and effective upon posting on the Wi-Fi System sign-up/log-in page. By continuing to use the Wi-Fi System after such postings, you accept and agree to any and all such modifications. Indemnification You shall defend, indemnify and hold the Town and its corporate affiliates and their respective councilors, officers, directors, shareholders, employees, contractors, agents, successors and assigns harmless from and against, and shall promptly reimburse them for, any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable legal fees) to which any of them may become subject arising out of, based upon, as a result of, or in any way connected with, your use of the Wi-Fi System or any breach of the Terms.

**No Warranty** THE WI-FI SYSTEM IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS, WITHOUT WARRANTIES OF ANY KIND. THE TOWN DOES NOT WARRANT THAT THE SERVICES WILL BE UNINTERRUPTED, ERROR-FREE, OR FREE OF VIRUSES OR OTHER HARMFUL

COMPONENTS. THE TOWN MAKES NO EXPRESS WARRANTIES AND YOU WAIVE ALL IMPLIED WARRANTIES INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF TITLE, NON INFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY MERCHANDISE, INFORMATION OR SERVICE PROVIDED THROUGH THE TOWN OR THE INTERNET GENERALLY. YOU EXPRESSLY ACKNOWLEDGE THAT THERE ARE, AND YOU ASSUME ALL RESPONSIBILITY RELATED TO, THE SECURITY, PRIVACY AND CONFIDENTIALITY RISKS INHERENT IN WIRELESS COMMUNICATIONS AND TECHNOLOGY AND THE TOWN DOES NOT MAKE ANY ASSURANCES OR WARRANTIES RELATING TO SUCH RISKS. NO ADVICE OR INFORMATION GIVEN BY THE TOWN OR ITS REPRESENTATIVES SHALL CREATE A WARRANTY.

**Limitation of Liability** THE TOWN, AND ITS EMPLOYEES, AGENTS, VENDORS, AND LICENSORS, ARE NOT LIABLE TO YOU OR ANY THIRD PARTY FOR ANY COSTS OR DAMAGES ARISING, EITHER DIRECTLY OR INDIRECTLY, FROM YOUR USE OF THE WI-FI SYSTEM OR THE INTERNET, SPECIFICALLY INCLUDING ANY DIRECT, INDIRECT, INCIDENTAL, EXEMPLARY, MULTIPLE, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES.

**Miscellaneous** These Terms, and all documents and policies referenced herein, constitute the entire agreement and understanding between you and the Town pertaining to the subject matter hereof and will supersede and replace all prior agreements, understandings and representations, written or oral, regarding such subject matter. Failure of the Town to insist upon or enforce strict performance of any provision of these Terms will not be construed as a waiver of any provision or right. If any of the provisions contained in these Terms are determined to be void, invalid or otherwise unenforceable by a court of competent jurisdiction, such determination will not affect the remaining provisions contained herein. These Terms will be governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein without regard to conflict of laws rules. You will resolve any claim, cause of action or dispute (claim) you have with us arising out of or relating to these Terms or the Wi-Fi System exclusively in a provincial court located in Ontario.

 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>Equipment &amp; System Access Requests</b>	Procedure Number <b>A-ISS-001-003</b>	Page: 1 of 3
	Parent Policy No.: A-ISS-001 Author: Information Systems Authority: CAO	
Section: <b>Administration</b> Sub-Section: <b>Information Systems</b>	Effective Date: 2006 July 04 Review by Date: 5 years from approval date	Formerly: Guidelines for Issuing and Use of Cellular and Wireless Devices Last Modified: 2012 Apr 16

## Purpose Statement

To define the process and acceptable guidelines for the setup and delivery of equipment, access accounts or rights and use of town provided Information Technology (IT) resources.

## Scope

This procedure applies to all users including town employees (including but not limited to full-time, part-time, students, volunteers, temporary and interns), (but not limited to) elected officials, ~~town employees, contractors, volunteers, students, interns, the public,~~ and any individual representing or acting on behalf of the town in any manner, s-with access to/and who require the use of town equipment, systems, networks and/or applications.

The procedure is intended to guide the collection of valid information and deliver resources as requested.

## Procedure

1. Requests for access to applications, networks, equipment, hardware or software will be completed by the reporting manager or delegate; by using the IS Equipment & Access Request application available on the intranet. Requests must always be submitted electronically in order to deliver resources in a timely fashion.
2. All requests must contain valid employee information and must include:
  - a. The employee's first and last name;
  - b. The employee number as issued by the Human Resources and/or Payroll section of the Financial Operations department.
  - c. The job title, department, location and manager's name.
  - d. The effective date the changes would need to occur
  - e. Business justification for hardware that exceeds the standard normally deployed

**Procedure A-ISS-001-003, Equipment & System Access Requests**

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3. Requests with missing or invalid information will be sent back to the requestor for completion, which may impact the delivery timeline.
4. For existing employees and/or new employees where physical hardware, is not required, requests shall be submitted a minimum of 3 business days prior to the setup and configuration of the account(s) to ensure access is granted to all systems required.
5. For new employees where physical hardware is required, the IS Equipment & Access Request shall be submitted 5-10 business days prior to the employee start date.
6. Requests for employees not paid by the town, or that do not have a town issued employee number will have [a temporary employee numbersnumber](#) issued by the IS Client Services section. (i.e. consultants that require systems access). Reporting manager's shall work with the Client Services section for any special requests.  
[Security access will be suspended immediately after the work is complete.](#)

**References and Related Documents**

A-ISS-001 Information Technology General Use and Practices Policy

A-ISS-001-001 Information Technology General Use and Practices Procedure

[A-ISS-001-002 Public WiFi Usage and Disclaimer Procedure](#)

A-ISS-001-004 User Security Settings and System Configurations Procedure

**COBIT Framework Objectives:**

- DS 1 – Define and Manage Service Levels
- DS 5.3 – Identify Management
- DS 5.4 – User Account Management
- PO 8.4 – Customer Focus

**Responsibilities**

The following are responsible for:

**Users:**

- Adhering to the Equipment & System Access Requests procedure.
- Completing forms with correct and valid information.
- Ensuring confidential information is handled appropriately.

**Management:**


- Making employees aware of the Equipment & System Access Requests procedure.
- Providing a confidential process for employees to report concerns or make inquiries as needed.

**Procedure A-ISS-001-003, Equipment & System Access Requests**

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IS department:

- Providing, in conjunction with other affected department(s), the delivery of technology and services, based on agreed upon timelines.
- Establishing hardware, software, video and communications technology standards to ensure a secure and reliable information technology and communication environment.
- Purchasing all computer hardware, software, video and communications technologies following town purchasing policies and guidelines.
- Monitoring the use of IT resources to ensure compliance with the User Security Settings, System Configuration procedure.
- Providing user manuals and other appropriate user tools for independent study by user departments, where appropriate.
- Operating a help desk support service for user inquiries on all standard applications and acting as a consultant for approval of non-standard applications.
- Providing all computer equipment installations, modifications, and relocations.

 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>User Security Settings and System Configurations</b>	Procedure Number <b>A-ISS-001-004</b>	Page: 1 of 6
	Parent Policy No.: A-ISS-001 Author: Information Systems Authority: CAO	
<b>Section:</b> Administration <b>Sub-Section:</b> Information Systems	Effective Date: 2012 Apr 16	Replaces:
	Review by Date: 5 years from approval date	Last Modified: Council/CAO approval

### **Purpose Statement**

This procedure defines the use, setup and configuration rules for passwords, user account settings and employee owned devices.

### **Scope**

This procedure applies to all users including town employees (including but not limited to full-time, part-time, students, volunteers, temporary and interns, (but not limited to) elected officials, town employees, contractors, volunteers, students, interns, the public, and any individual representing or acting on behalf of the town in any manner, s (users) who use or access town provided Information Technology (IT) resources.

### **Procedure**

#### **User Passwords:**

1. All users will be supplied a defaultunique network password for their first logon attempt. When prompted by the system, immediately after the first login, users must change their password.
2. Each password must adhere to the following criteria:
  - a. Cannot contain two consecutive characters that appear in the user name.
  - b. Must be at least eightten characters in length.
  - c. Repeat passwords will not be accepted.

- d. Must contain characters from three of the following four categories:  
UPPERCASE characters [A-Z]; lowercase characters [a-z]; numbers [0-9]; and symbols [!, \$, @, #, %].
3. Passwords will expire every ~~60~~90 days and users will be prompted to change it ~~40~~14 days prior to the expiration of the password, to avoid being locked out of the system.
- ~~4. Passwords cannot be repeated multiple times. Users are encouraged to devise a unique password on each expiration, and discouraged from writing any password down where it could be viewed or captured by others.~~
4. A history of previously used passwords will be maintained and passwords may not be reused. Users must select new passwords that are sufficiently different from their previous passwords. Passwords should not be written down and stored in places that may be in view of others.
5. If a password has been incorrectly entered 5 consecutive times, the user account will be locked for 10 minutes. After 10 minutes, the account will unlock automatically and the user may attempt to login again. Should the next series of attempts be unsuccessful, the account will require manual release by the IS Help Desk. At any time the user may contact the Help Desk to be un-locked and/or have their password reset.
6. Passwords can be changed at any time while logged into the network using the CTRL+ALT+DEL combination of keys and selecting the "Change Password" option.
7. Passwords should never be distributed or shared. Access to information may be provided to others through alternative methods such as shared network drives, user permission for access to emails etc. A password is linked to a particular user and therefore the usage is linked to that users account and subject to review when required.
8. If a user feels their password has become compromised they should contact the Help Desk, and have the password reset and/or notify their manager if they feel at risk.

### Password Selection Guidelines

Selecting a strong, unique and easy to remember password is difficult, and tends to lead to passwords that are easy to guess. For example, a user who would use "password", when confronted with complexity rules will often choose "Password1", or "Password!". When forced to change, that same user will likely move to "Password2", or "Password@". To counter this, the following guidelines should be followed when selecting a new password.

1. Make the password as long as possible. Longer passwords take orders of magnitude longer to crack with current technology, and are much harder to guess.

- a. For example, the password “!Summer1” meets all of the complexity requirements, but can be cracked by a specialized password cracking computer in under 20 hours<sup>1</sup>.
  - a.b. The password “!Great Password1” also meets all of the complexity requirements, however it would take over one hundred billion centuries to crack on the same computer.
2. To make the password easy to remember, use multiple words together. A line from a movie or book makes an excellent choice as it will be long, and easy to remember, and the punctuation at the end of the sentence (or in the sentence) meets the requirement of a non letter or number character.
  - a. For example the password “!My Dog has spots” Meets all of the complexity requirements, is easy to remember and is extremely strong.

#### User Account Settings and Types:

1. ~~EveryAll~~ user accounts will be created in line with the town will have principal of least privilege. Users will be assigned only the account type and permissions that will allow the user and access needed to execute required their roles and responsibilities ~~while ensuring integrity to town systems and networks.~~
2. Programs, software and applications must be pre-approved by the IS department and proper licensing requirements must be met.
3. Users can receive support from IS via Remote Desktop software but will be required to accept the incoming request to ensure confidential documents are not at risk. Users will also be notified when the remote connection has been disconnected.
4. An approved list of administrators will be kept by IS listing administrators of systems, applications and networks and will be reviewed at minimum annually, and additionally where job change or separation occurs to minimize impact or risk.

#### System Configurations:

1. A non-removable password protected screensaver will be preset on every system and user. The screensaver will time out after 20 minutes of inactivity and will require the users Windows/Network password to unlock the computer.
2. All systems issued by IS will be configured based on the IS Access Request Application and standard programming build. Should changes be required after delivery, a new form will be required to process the requests.

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<sup>1</sup> <https://www.grc.com/haystack.htm>



3. New versions of software or programs must first be tested and approved by IS. Any special needs or requests will require additional approval.
4. Any additional software installed or configured by IS will be tested and approved prior to rollout to the town. Examples include; anti-virus software, print queues, power saving tools and communication tools etc.
5. Users of town IT resources will not alter the configuration of hardware or software, remove programs or change settings without approval from the IS department.
6. Software and hardware configurations will remain as standard and 'out of the box' where possible, to reduce the risk of customized applications and dependency for programming changes.
7. Town equipment will use approved anti-virus tools which will be installed by a member of the IS department and shall not be altered, removed or uninstalled by the users of said resources.

Employee Owned Devices (BYOD – Bring Your Own Device):

1. Mobile and employee owned devices are subject to all IS policies and procedures for acceptable use and practices. The use of personal devices must be approved by the employee's reporting manager through the System Access Request process.
2. In order to access town networks and corporate data, personal devices will have to be registered by the IS department with the inventory technology that is used to support all mobile devices containing corporate data or applications.
3. The inventory technology:
  - a. records the application software name and version, device serial number and associated staff name
  - b. ensures a device password is enabled and that the password follows town standards,
  - c. ensures user-configuration of town applications are locked and location services can be enabled.
4. End users wishing to connect devices to the corporate provided networks are subject to remote monitoring and/or inspection by technology centrally managed by the IS department. Inventory technology will ensure proper authentication to networks and integrity to corporate information or documents.

**Procedure A-ISS-001-004, User Security Settings and System Configurations**

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5. IS will manage security processes, policies and applications to ensure availability of networks using technologies that are protected and secure. Any attempt to bypass security measures will be considered a violation of IS policies and procedures and the device will be refused connection.
6. In the event of a lost or stolen device, the employee agrees to notify the IS department to ensure that appropriate steps can be taken to protect company information which can include service disconnection, data lockout and/or remote removal of corporate data and applications.
7. Business applications will be licensed and maintained by the IS department with the use of inventory technology. Requests for additional information or applications are to be requested through the submission of the System Access Request process. If approved, IS will update the inventory technology to enable the use of the requested corporate information or applications.
8. Town provided devices and applications will be supported. However, the IS department is not responsible for and will not support personal devices or applications.
9. The town is not responsible for any additional technology or communication costs associated with the staff using their own device.

**References and Related Documents**

A-ISS-001 Information Technology General Use and Practices Policy

A-ISS-001-001 Information Technology General Use and Practices Procedure

[A-ISS-001-002 Public WiFi Usage and Disclaimer Procedure](#)

A-ISS-001-003 Equipment and System Access Requests Procedure

**COBIT Framework Objectives:**

- DS 5.5 – Security Testing, Surveillance and Monitoring
- DS 5.9 – Malicious Software Prevention, Detection and Correction
- DS 5.10 – Network Security
- DS 9 – Manage the Configuration
- DS 9.3 – Configuration Integrity Review
- DS 5.4 – User Account Management

## **Responsibilities**

The following are responsible for:

### **Users**

- a. Adhering to the User Security Settings, System Configuration and Usage Procedure.
- b. All activities on their personal accounts; and their personal passwords.
- c. Ensuring confidential information is handled appropriately.
- d. Reporting any known or suspected violations to their supervisor or manager.


### **Management**

- a. Making employees aware of User Security Settings, System Configuration and Usage Procedure and reporting any breaches.
- b. Ensuring that any town owned hardware/software is being used and regarded in the scope of the procedure listed above.

The IS department shall in conjunction with departments, provide leadership, management and control over corporate data application systems and software in order to ensure corporate strategies are supported and that information to manage the town is standardized, consistent and reliable.

### **IS department:**

- a. Monitoring the use of IT resources to ensure compliance with the User Security Settings, System Configuration procedure
- b. Purchasing all computer hardware, software, video and communications technologies following town purchasing policies and guidelines
- c. Providing user manuals and other appropriate user tools for independent study by user departments, where appropriate
- d. Operating a help desk support service for user inquiries on all standard applications and acting as a consultant for approval of deviations from the standard.
- e. All computer equipment installations, modifications, and relocations.

 The Corporation of the Town of Oakville <b>POLICY</b> <b>Online Communications</b>	Policy Number <b>G-COM-002</b>	Page: 1 of 3
	Author: <b>Strategy, Policy and Communications</b>  Authority: <b>Council</b>	
<b>Section:</b> Governance  <b>Sub-Section:</b> Communications	Effective Date: 2006 Jul 04	Formerly: A-ISS-002
	Review by Date: 5 years from approval date	Last Modified: 2012 Apr 16 2016 Nov 14

## **Policy Statement**

The Corporation of the Town of Oakville (town) supports the use of online communications to promote open, inclusive communications in accordance with the town's communication procedure, accessibility policy and any other related policies and procedures.

The town's website [www.oakville.ca](http://www.oakville.ca) is the town's primary source of information exchange with the community and is the town's official Internet presence. The town also supports the use of social media to further the communications goals of the town.

## **Purpose**

1. The purpose of this policy is to set out guidelines and standards for the town's online communications such as websites, web-based applications and social media so residents can be assured they are receiving official information from the town.
2. All online content on the town's website and social media sites should:
  - a. Be accurate, up-to-date, easy-to-find
  - b. Be written in plain language
  - c. Meet the requirements of the Accessible Information and Communication Standard (Accessibility for Ontarians with Disabilities Act, 2005)
  - d. Enhance the reputation of the town

3. The town's website procedures must clearly set out the town's:
  - a. Privacy policy
  - b. Disclaimer
  - c. Legal Information
  - d. Compliance with accessibility standards
4. In addition to information and services about the town, the town's website and social media sites may also contain content or external links of importance to the local community including information about other levels of government, local events and local community organizations.
5. The town does not publish any ads submitted by an organization, business or individual on its website.
6. The town will not publish any material used to promote individual political opinions or campaigns.
7. The town will provide Members of Council with an individual template landing page on its oakville.ca website. Members of Council may link to external personal websites or include their personal social media feeds on their town web page. These linkages to external personal sites will be removed the date nomination papers are filed during a municipal election year.
8. The town's election web page will provide links to a municipal candidate's website during a municipal election period.

## **Scope**

This policy applies to the town's corporate website, [www.oakville.ca](http://www.oakville.ca) as well as to any other approved town website or web property.

This policy applies to all Members of Council and town staff participating in any online site or community that discusses the business of the Town of Oakville.

## **References and Related Documents**

Communications Procedure  
Social Media Guidelines Procedure  
Web Content Procedure  
Information Technology General Use and Practices Policy and Procedure  
Public Notice and Engagement Policy  
Rzone Procedure  
Procedure By-Law

Codes of Conduct  
Ontario Human Rights Code  
Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)  
Accessibility for Ontarians with Disabilities Act, 2005 (AODA)

### **Definitions**

Online communications – the exchange of information through the use of the Internet for any purpose (information sharing, marketing, public engagement)


Social media – online communities that facilitate two-way sharing of information. Popular examples include Twitter, Facebook, LinkedIn, YouTube

~~Official record – has the meaning given to it by the MFIPPA, and includes any record of information however recorded including letters, policies, emails~~

~~Transitory record – means a record that has temporary usefulness and is only required for the completion of a routine action, or until superseded~~

~~Personal information – means recorded information about an identifiable person as defined by the MFIPPA~~

~~Notice of collection – sets out the legal authority and purpose for the collection of personal information~~

 The Corporation of the Town of Oakville <b>PROCEDURE</b>  <b>Website Content</b>	Procedure Number <b>G-COM-002-001</b>	Page: 1 of 5
	Parent Policy No.: G-COM-002  Author: <b>Strategy, Policy and Communications</b>  Authority: <b>CAO</b>	
<b>Section:</b> Governance  <b>Sub-Section:</b> Communications	Effective Date: 2006 Jul 04	Formerly: A-ISS-002-001
	Review by Date: 5 years from approval date	Last Modified: 2012 Apr 16 2016 Nov 14

### **Purpose Statement**

The purpose of this procedure is to provide staff with guidelines for updating website content to ensure the Town of Oakville's websites are accurate, up-to-date, accessible and easy to use, to protect the reputation and brand identity of the town, and to limit the liability of the town and its employees.

### **Scope**

This procedure applies to the town's corporate website, oakville.ca as well as to any other approved town website, social media site or applications.

### **Procedure**

#### **Criteria for Publishing Content to the Website**

Content must be approved by appropriate department and follow the recommendations in the town's Web Publisher Guide including requirements for plain language and accessibility.

Content must be regularly reviewed by content owners and publishers to ensure it is accurate and up-to-date. Out-of-date information must be removed from the site. The website must not be used as a document archive.

If content is adapted from a third party, proper copyright permissions or acknowledgements must be documented.

#### **Process for Publishing Material to the Website**

Departmental content owners create content, including graphics, and seek the necessary content approvals and advice from the Strategy, Policy and Communications department to ensure proposed content adheres to town corporate identity (cid) and web accessibility standards.

Departmental web publishers are responsible for ensuring content meets town editorial, web and accessibility standards before publishing to the website.

The web coordinator or her/his delegate from the Strategy, Policy and Communications department is responsible for final review and approvals for publishing to the live site.

### **Website Styles and Design**

Web styles, graphic design, and the look and feel of all town websites must align with the town's approved corporate identity standards (cid).

### **Disclaimer**

While the town will make every effort to ensure the accuracy and completeness of website content, the town does not guarantee the quality, accuracy or completeness of any information of this website. In the event of a discrepancy between content on the website and the information contained in official records of the town, the information contained in official records will be deemed as accurate.

External communications received through oakville.ca, other town web properties or any associated social media site shall in no way be deemed to constitute official legal notice to the town or any of its agencies, officers, employees or representatives.

### **Privacy Policy**

The town respects the privacy of its web visitors. The town will not sell, trade, rent or otherwise disclose to third parties the personal information provided by web visitors.

A Notice of Collection containing the following information will be provided whenever personal information of this type is collected:

- (a) the legal authority for the collection;
- (b) the principal purpose for which the personal information will be used;
- and
- (c) the title, business address and business telephone number of the employee in your department who can answer questions about the collection.

### **Legal Information**

Information on any town web page is the property of the Corporation of the Town of Oakville and is protected by copyright.

The town makes no representation, warranty or guarantee as to the content, accuracy, currency or completeness of any information provided on any town website and is not responsible for any direct, indirect, incidental or consequential damages that may arise, or for the use of or the inability to use any web content or materials contained on any web page.

The town does not make any representation or warranty, expressed or implied, concerning the accuracy, quality, likely results or reliability of the information contained on externally linked websites.



### **Accessibility**

The town will strive to create a consistently high level of usability for our entire audience across all of our websites. The town will work to ensure its content meets or exceeds Level AA compliance of the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 2.0 and any other accessibility requirements as outlined by the Accessibility for Ontarians with Disabilities Act, 2005.

### **Translation**

Translation of web content is available on the town's website through Google Translate.

### **External Linking**

The town may at its sole discretion permit links from the town's websites or other web properties.

The town will consider posting external links on its web properties if the link is directed to the website of:

1. An official government website (municipal, regional, provincial, federal);
2. A government-funded agency or board;
3. A town-affiliated organization or local board (direct partnership by way of funding, staff resources or in-kind contributions);
4. A major community tourist attraction or event that enhances the image of the town as determined solely by the town;
5. An official town or event sponsor;
6. A Member of Council external website.

External links will be removed by the town without notice if, but not limited to, any of the following conditions apply:

1. The site no longer meets the conditions listed above for acceptable external links;
2. The information on the site becomes inaccurate and/or not trustworthy;
3. Page formatting, lengthy download items or intrusive ads make accessing information difficult;
4. The link returns a "not found" error for more than 72 hours;
5. The site promotes alcohol and other addictive substances, the sale of tobacco, pornography or the production, distribution, and sale of weapons and other life-threatening products;
6. The site presents demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;
7. The site promotes religious or political messages that might be deemed prejudicial to other religious or political groups;
8. The site and content does not comply with municipal, provincial or federal legislation or other town policies;
9. It is a municipal election year and nomination papers are filed by a Member of Council.

Notwithstanding the above criteria, the town reserves the right to post, refuse to post or to delete links at any time, without notice.

### **Requests for External Link**

Requests to add an external link to the town's website, according to the criteria listed above, should be submitted in writing to the town's web coordinator for consideration.

### **References and Related Documents**

Social Media Guidelines procedure  
Information Technology General Use and Practices policy and procedure  
Public Notice and Engagement policy  
Communications procedure  
Rzone procedure  
Town Codes of Conduct  
Town's corporate identity standards  
Ontario Human Rights Code  
Municipal Freedom of Information and Protection of Privacy Act  
Accessibility for Ontarians with Disabilities Act, 2005

### **Responsibilities**

The Strategy, Policy and Communications department is responsible for:

- Daily monitoring and management of publishing content to the town's corporate websites, social media tools and applications to ensure its accuracy, accessibility, editorial style and citizen focus
- Establishing guidelines and best practices
- Developing operational guide for departmental web publishers

Departments and web publishers are responsible for:

- Creating, reviewing and updating approved content on the town's website within their areas of responsibility
- Updating and maintaining other town web properties within their areas of responsibility

The Information Systems department is responsible for:

- Technical support and maintenance of the town's corporate websites, applications and online tools

Members of Council are responsible for:

- Providing the town with content and links to personal social media sites for their official web page on oakville.ca.

### **Definitions**


Notice of collection – sets out the legal authority and purpose for the collection of personal information

Online communications – the exchange of information through the use of the Internet for any purpose (information sharing, marketing, public engagement)

Official record – has the meaning given to it by the MFIPPA, and includes any record of information however recorded including letters, policies, emails

Personal information – means recorded information about an identifiable person as defined by the MFIPPA

Social media – online communities that facilitate two-way sharing of information. Popular examples include Twitter, Facebook, LinkedIn, YouTube

 <p>The Corporation of the Town of Oakville</p> <p><b>PROCEDURE</b></p> <p><b>Social Media Guidelines</b></p>	Procedure Number <b>G-COM-002-002</b>	Page: 1 of 5
	Parent Policy No.: G-COM-002  Author: <b>Strategy, Policy and Communications</b>  Authority: <b>CAO</b>	
<b>Section:</b> Governance  <b>Sub-Section:</b> Communications	Effective Date: 2012 Apr 16	Formerly: A-ISS-002-002
	Review by Date: 5 years from approval date	Last Modified: 2016 Nov 14

### **Purpose Statement**

The Corporation of the Town of Oakville (town) supports the use of social media to enhance two-way communications with the community. This procedure establishes guidelines and standards for the acceptable use of the town's social media sites as well as guidelines and standards for town staff participating in external online social media sites when it relates to discussing, sharing or commenting on town business.

### **Scope**

This procedure applies to all town and any program-specific social media sites as well as to Members of Council and town staff discussing town business on any external non-town online social media site.

### **Procedure**

Social media are powerful communications tools that can create immediate and widespread social interaction. These tools are highly accessible and easy-to-use and because they often blur the lines between the professional and personal life, they can have a significant impact on both organizational and individual reputations. Examples of social media include LinkedIn, Twitter, YouTube, and Facebook.

Staff must ensure that town-owned social media sites:

1. Be implemented in a manner that positively enhances the town's reputation.
2. Provide a consistent and professional voice so that residents can be assured that the information they are receiving is official information from the Town of Oakville.
3. Be effectively managed to ensure that they provide timely and accurate information and responses.
4. Have guidelines in place to address controversial or sensitive online content about the town, its business, its Members of Council or its employees.
5. Adhere to established records retention, privacy, and accessibility requirements.

Official town social media sites must not be used to promote individual political opinions or campaigns.

### Guidelines for Use of Social Media

The following guidelines should be applied to both personal and corporate use of social media.

- **Know what you're getting into:** Social media sites must be kept current and up to date to be successful. Writing content can be very time consuming. Don't start a site without understanding the ongoing time commitment.
- **Think twice before posting:** Never post anything you wouldn't want repeated to your boss or to appear in the paper. Privacy does not exist in social media. Once material is posted it can never be fully removed. Consider what might happen if a post becomes widely distributed.
- **Be accurate:** Don't react to or repeat rumours. Get the facts straight before you post on social media.
- **Be considerate:** Encourage informed, respectful dialogue not personal attacks. Don't criticize residents or fellow employees on social media.
- **Be responsible:** Don't reveal confidential information.
- **Respect copyright laws:** Don't reproduce or borrow content that violates trademark or copyright laws but do provide links to interesting and relevant materials.
- **Know your audience:** Use language appropriate for the target audience but remember that everyone has access to social media sites so don't alienate or provoke other groups.
- **Watch your language:** Never use threatening, offensive or harassing language or target any group or promote illegal or dangerous activities.
- **Personal sites:** Always adhere to the town's policy on personal use of computers at work. If you identify that you are an employee of the town on a personal site, make it clear that you are expressing personal views, not necessarily those of the town.
- **Town social media sites:** If you are posting on behalf of a town department or program, all applicable town policies and procedures must be followed.

## **Guidelines for Customer Use**

The town engages the public through websites such as oakville.ca and oakvilletransit.ca, Facebook and Twitter to promote open and meaningful two-way communications.

Comments made by the public on town sites will be reviewed by town staff. Comments will not be edited, but they must comply with the town's Rzone procedure, provincial legislation and the town's customer use guidelines listed below. Inappropriate comments that do not comply with the guidelines will be removed from the site.

- Comments should relate to the posted topic and must not contain any personal information about another individual
- Users may only post their own, original content. Reproduced or borrowed content that appears to violate trademark or copyright laws will be deleted.
- Threatening, offensive or harassing language is not permitted.
- Comments that constitute discrimination or harassment under the Ontario Human Rights Code are not permitted.
- Comments that promote illegal or dangerous activities are not permitted.
- Comments that present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence are not permitted.
- Comments considered to be defamatory, disrespectful or insulting to identifiable town staff or representatives.
- ~~Comments that promote religious or political messages that might be deemed prejudicial to other religious or political groups are not permitted.~~
- Comments promoting any business for commercial gain are not permitted.

## **Guidelines for Members of Council**

Members of Council may participate in social media of their own accord, respecting their Code of Conduct. Members of Council are welcome to like/follow official town sites and are encouraged to share content that has already been officially posted to the town's website. The town's official sites will not share/retweet political content.

Under Council's Code of Conduct and the town's communications procedure, the Mayor is the official spokesperson for Town Council and this will also apply to social media. As the Head of Council, the Mayor will reflect the position taken by Town Council on any specific issue.

Members of Council should clearly identify where they are expressing personal views, and not necessarily the views of the town.

## **Records**

For the most part, comments and messages posted to the town's official social media sites are considered transitory records and will not be kept as a permanent record by the Town of Oakville. Information specifically collected as part of an official town public engagement exercise will be kept in accordance with town policy.

## **Privacy**

At the discretion of the town, any information, photos or videos that are shared or posted to an official town social media account may be reproduced by the town for promotional and other purposes with the appropriate permissions and acknowledgement of the source.

Comments and messages solicited by the town and collected for the public record using social media will be treated like any other form of communications received by the town and will be subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act.

## **Violation of Procedure**

A violation of this procedure by a Member of Council or an employee is a serious matter and may result in disciplinary action.

## **References and Related Documents**

Online Communications Policy  
Social Media Procedure  
Web Content Procedure  
Information Technology General Use and Practices Policy and Procedure  
Public Notice and Engagement Policy  
Communications Procedure  
Rzone procedure  
Code of Conduct for Members of Council and Local Board Members  
Ethics and Efficiency hotline procedure  
Ontario Human Rights Code  
Municipal Freedom of Information and Protection of Privacy Act  
Accessibility for Ontarians with Disabilities Act, 2005

## **Responsibilities**

1. The town's web governance committee will be responsible for approving the establishment of any town official social media sites and determining the appropriateness of adopting new social media tools or accounts.
2. The Strategy, Policy and Communications department is responsible for creating, monitoring and updating approved corporate social media sites and for creating guidelines for the use of social media. Other town content publishers may also be authorized to post information directly to town corporate social media sites.
3. Departments will be responsible for creating, monitoring and updating approved departmental or program-based social media sites.
4. Members of Council will be responsible for creating, monitoring and updating their own personal social media sites.
5. The Chief Administrative Officer is the principal spokesperson for town operations and will work with the Mayor to foster positive and open dialogue with all stakeholders.

## **Definitions**


Online communications – the exchange of information through the use of the Internet for any purpose (information sharing, marketing, public engagement)

Personal information – means recorded information about an identifiable person as defined by the MFIPPA

Social media – online communities that facilitate two-way sharing of information. Popular examples include Twitter, Facebook, LinkedIn, YouTube

Transitory record – means a record that has temporary usefulness and is only required for the completion of a routine action, or until superseded



 The Corporation of the Town of Oakville <b>POLICY</b>	Policy Number <b>HR-MNG-008</b>	Page: 1 of 1
	Author: <b>Human Resource Department</b>  Authority: <b>Council</b>	
<b>Respectful Conduct Policy</b>	Effective Date: 2000 Jun 05	Replaces: Last Modified:
<b>Section:</b> Human Resources  <b>Sub-Section:</b> Manage	Review by Date: 5 years from approval	2012 Dec 17

### **Policy Statement**

The Town of Oakville is committed to maintaining a healthy, safe and supportive workplace for all employees that is free from discrimination and harassment. All employees are to be treated with respect and dignity in keeping with the town's values of accountability, dedication, honesty, innovation, respect and teamwork.

### **Purpose**


The purpose of this policy is to ensure that all employees are treated with respect and dignity and to provide a procedure to address concerns and issues.

### **Scope**

This policy applies to all town employees (including but not limited to full-time, part-time, students, volunteers, temporary and interns), [councillors](#), [selected officials](#), [any individual representing or acting on behalf of the town in any manner \(i.e. contractors, consultants\)](#), ~~contractors, consultants, workers~~ and every person accessing town property, services, events and programs.

### **References and Related Documents**

Ontario Human Rights Code  
Respectful Conduct Procedure  
Accommodation Procedure  
Rzone Procedure  
Occupational Health, Safety and Violence Policy  
Workplace Violence Procedure  
Employee Code of Conduct  
Code of Conduct for Members of Council and Local Board Members  
Accessibility for Ontarians with Disabilities Act, 2005  
[Occupational Health & Safety Act](#)  
Accessible Employment Procedure  
Any other relevant town policies and procedures

 <p>The Corporation of the Town of Oakville</p> <p><b>PROCEDURE</b></p> <p><b>Respectful Conduct Procedure</b></p>	Procedure Number <b>HR-MNG-008-002</b>	Page: 1 of 7
	Parent Policy No.: HR-MNG-008 Author: <b>Human Resource Department</b> Authority: <b>CAO</b>	
<b>Section:</b> Human Resources <b>Sub-Section:</b> Manage	Effective Date: 2000 Jun 05	Replaces: Last Modified: 2017 Mar 01
	Review by Date: 5 years from approval date	

## Purpose Statement

The town is committed to maintaining a healthy, safe and supportive workplace for all town employees ~~employees~~ that is free from discrimination, harassment and workplace conflict. This procedure is designed to resolve complaints and disputes in a manner that is respectful and maintains an employee's dignity.

Pursuant to the Ontario Human Rights Code and the Occupational Health and Safety Act, the town will not condone discrimination or harassment with respect to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, marital status, family status or disability.

It is the responsibility of every ~~employee~~ town employee to maintain a positive work environment by always acting in an appropriate manner in the workplace or at any work-related or ~~staff~~ employee social function. Any inappropriate conflict or behaviour will not be tolerated. The town will take the necessary corrective measures including which may include discipline up to and including dismissal, ~~against any person who contravenes this policy.~~

The town, as an employer, is committed to:

- Zero tolerance of discrimination, workplace harassment/bullying and workplace conflict;
- Resolution of discrimination, harassment and workplace conflict, as soon as possible.
- Proactive communication and education regarding employee's rights and responsibilities;
- Conducting all aspects of respectful workplace investigations fairly and in a professional manner that respects the dignity of all involved;
- Confidentiality wherever possible, ~~however the town has a duty to investigate and address issues that have been brought to its attention.~~

## Scope

This policy applies to all town ~~employees~~ employees (including but not limited to full-time, part-time, students, volunteers, temporary and interns), ~~councillor~~ selected officials, any individual representing

**Procedure: Respectful Conduct HR-MNG-008-002**

~~or acting on behalf of the town in any manner (i.e., contractors, consultants), workers and as well as~~ every person accessing town property, services, events and programs.

**Procedure**

~~Employees~~ An employee who believes ~~that~~ they have been subjected to an action which is in contravention of the respectful ~~workplace conduct~~ policy by another ~~employee employee member~~ in the workplace, should:

- a) If possible tell the offending person that their behaviour is offensive and against the respectful ~~workplace conduct~~ policy;
- b) Make a note about the incident including when it happened and who was present and any resolution;

If the behaviour continues, the ~~employee employee~~ should keep a record of the incidents, dates, times, locations, possible witnesses, and reaction of the alleged harasser and bring this to the attention of their own supervisor or Human Resources where the offending person is the employee's own supervisor. Keeping a record will strengthen the case and help in remembering details over time.

;

In some situations telling the offending person may be difficult or the concern may be ignored. If an employee is unable to talk to the offending person or the concern is ignored they should notify either their own supervisor or the offending persons supervisor; once made aware, the supervisor is to address concerns immediately. If the offending behavior does not stop, the employee should proceed to filing a formal complaint.

~~The supervisor will address the concerns immediately;~~

The town's Employee Assistance Program (EAP) is available to provide support for employees.

~~If the offending behaviour does not stop after the employee or supervisor has spoken to the offending person then the employee should proceed to file a formal complaint.~~

**Reporting****Step 1**

~~Formal e~~Formal complaints must be made in writing on a Respectful Conduct Reporting Form, and signed by the Complainant and submitted as soon as possible after the incident occurred. Complaints must be filed as soon as possible after the incident occurred on a Respectful Workplace Reporting Form;

The Respectful Conduct Reporting Form must be filled out accurately and completely. The Complainant may attach additional information or documentation to support their complaint.

All formal complaints must be forwarded to the Director of Human Resources who will initiate determine if the complaint falls under the Respectful Conduct Policy and determine what investigation is appropriate in the circumstancesan investigation into the complaint within five (5) business days of receipt.

## Step 2

The investigation will be conducted ~~either by an impartial town staff~~ internally by a town employee member or by an external third party investigator at the discretion of the Director of Human Resources.

## Step 3

Once the investigation is complete, the investigation outcomes will be reported to the Complainant and Respondent in writing.

## Investigation Outcomes

1. If the complaint is substantiated, the Director of Human Resources or their designate will:
  - a) Meet with the Respondent and if required his/her supervisor/union representative and provide written notification of the results of the investigation findings and outcome/corrective action ~~discussion~~ which will be placed on his/her/their Human Resources Department employee file. Corrective action may include discipline up to and including dismissal.
  - b) Notify the Complainant in writing of the investigation findings, that the appropriate action has been taken and that any further instances of offending behaviour should be reported immediately.
2. If the complaint is not substantiated, the Director of Human Resources or their designate will:
  - a) Notify the Complainant and Respondent in writing of the investigation findings that the complaint has not been substantiated and that no further action will be taken.
  - b) If it is determined that the complaint was made in a frivolous or vexatious manner, the complainant may be disciplined up to and including dismissal.

## Confidentiality and Privacy

An investigation is a highly sensitive matter and it is critical to maintain the utmost confidentiality throughout the process. This is important not only to protect the confidentiality of the matters at issue, but also to protect the integrity of the evidence.

During the investigation and resolution of complaints, all information must remain ~~confidential, subject to the rules below, except~~ confidential except where sharing information is otherwise required by law. Anyone who is aware of, or participates in an investigation as a Complainant, Respondent or Witness, must keep confidential:

- The fact that a complaint has been filed
- The fact that they are being interviewed and the questions they were asked
- The issues discussed with the investigator during their interview
- Their opinions on the validity or nature of the complaint
- Whether, and what other, individuals might also be participating in the investigation

Participants in the investigation may be asked to sign a confidentiality agreement.

- ~~Complainants, Respondents and witnesses will have access to statements they have made and personal information which they have provided.~~
- ~~Respondents will have access to details of the complaint to enable them to make a full response.~~

**Procedure: Respectful Conduct HR-MNG-008-002**

- ~~• Copies of the draft investigation report will be shared with the Complainant and Respondent so they can comment on the accuracy and completeness of facts. The draft report must be kept confidential.~~

**Union Representation**

Union representatives have an important role in working together with the investigator and the employer in maintaining and preserving confidentiality, the integrity of the evidence, and the integrity of the investigation process. As such, the same confidentiality and privacy requirements stated above apply unless limited disclosure is required for the purposes of fulfilling duties that may arise under the terms of the collective agreement and in the performance of legitimate union representative duties.

A Complainant or Respondent may elect to have a union representative present during their investigation interview(s). Union representatives may not disrupt the investigation or instruct a Complainant or Respondent not to answer questions, except where there are criminal proceedings underway and there is a serious risk that the employee may incriminate them self. Union representatives may not answer questions on behalf of the Complainant or Respondent; their role is limited to clarifying questions or providing support if the person being interviewed is unclear about the question being asked of them.

**No Retaliation or Reprisal**

A reprisal is an action, or threat, that is intended as retaliation for bringing forward a complaint or participating in an investigation process. Such action will not be tolerated and will be subject to progressive discipline up to and including dismissal. However, if it is determined that the complaint was made in a frivolous or vexatious manner, the Complainant may be disciplined up to and including dismissal

**Definitions****Discrimination:**

Includes but is not limited to unequal treatment based on one or more of the prohibited grounds under the Ontario Human Rights Code, except where conduct is permitted under the law. Discrimination can be intentional or unintentional, direct or indirect with the result being an adverse impact on the employee based on the prohibited grounds.

**Harassment:**

Includes a course of vexatious comment or conduct that is known or ought reasonably to be known to be unwelcome. It may include but is not limited to:

- written or verbal insults
- unwanted remarks or comments on a person's mannerisms or body;
- practical jokes that cause embarrassment or endanger an employee's safety;
- behaviour that undermines or sabotages the employee's job performance;
- behaviour that threatens the livelihood of the employee;
- behaviour, conduct, comments or activities not directed specifically at an individual, but which nonetheless create a degrading, offensive, "poisoned" work environment. It may include, but is not limited to:
  - circulating or displaying sexually explicit, racist or derogatory pictures, graffiti or other offensive materials,

**Procedure: Respectful Conduct HR-MNG-008-002**

- ii. patronizing behaviour, language or terminology that reinforces stereotypes and undermines self-respect or adversely affects work performance or conditions.

Harassment can take many forms and may be directed at an individual or group of individuals. Harassment can occur in various types of communication, including face to face exchanges, email correspondence, written correspondence and the use of social media. Differences of attitude or culture and misinterpretation of social signals can mean that what is perceived as harassment by one person may not seem so to another. Behaviour shall be regarded as harassing if, having regard to all the circumstances, including in particular the perception of the person who is the subject of the harassment, it should reasonably be considered as having that effect.

Harassment also includes the following:

#### Sexual Harassment:

~~Occurs when an employee receives unwelcome sexual attention from another employee and~~  
Occurs when there is a course of vexatious comment or conduct against a worker in the workplace because of sex, sexual orientation, gender identity or gender expression, where the course of such comment or conduct behaviour is known or ought should reasonably to be known to be unwelcome, or making sexual solicitation or advance where the person making the solicitation or advance is in a position to confer, grant or deny a benefit or advancement to the worker and the person knows or ought reasonably to know that the solicitation or advance is unwelcome. An employee may also experience a threat to their job security or working conditions (ie. advancement, monetary raise etc.) for refusing to comply with sexual demands by a person in a position of authority. These may include, but is not limited to the following:

- a) Unnecessary or unwanted physical contact, ranging from touching, patting or pinching, to physical assault;
- b) Leering (suggestive staring at a person's body), or other suggestive gestures;
- c) Unwelcome remarks, jokes, innuendoes or taunting about a person's physical appearance, attire, sex or sexual orientation;
- d) Practical jokes of a sexual nature, which cause awkwardness or embarrassment;
- e) Demands for sexual favours or requests, particularly where privilege is implied; ~~and~~
- f) Compromising invitations
- ~~f)g)~~ A threat to job security or working conditions (i.e. advancement, monetary raise, etc.) for refusing to comply with sexual demands by a person in a position of authority

#### Personal Harassment/Bullying:

Personal harassment or bullying is any unwelcome, disrespectful, intimidating, abusive, cruel, vindictive or offensive behaviour, conduct or communications directed at an individual or group. In some cases it may erode their self-confidence or self-esteem and it may create an intimidating, offensive or embarrassing work environment often referred to as a Poisoned Work Environment.

Personal harassment may include, but is not limited to: name calling, insults, inappropriate jokes, threats, shouting, derogatory remarks (including messages that are threatening, derisive, or defamatory), spreading malicious rumours, persistent criticism and exclusion.

Harassment does not include:

- a) legitimate, reasonable management actions that are part of the normal work function that may include, but is not limited to appropriate direction, delegation, performance management.



**Procedure: Respectful Conduct HR-MNG-008-002**

counselling or discipline administered by a member of management or a management designate;

- b) professional debate;
- c) attendance management;
- d) relationship of mutual consent or mutual flirtation;
- e) stressful events encountered in the performance of legitimate job duties;
- f) occasional disagreements or personality conflicts.

**Workplace Conflict:**

Inappropriate workplace conflict occurs when two or more employees disagree on a matter which results in a disruption to the cohesive relationships necessary for a productive and harmonious workplace.

**Complainant:** A person who makes a complaint under this policy.

**Respondent:** The person against whom a complaint has been filed.

**Poisoned Work Environment:**

~~This term is usually applied in circumstances where the work environment has become toxic because of pervasive discrimination or harassment, most commonly involving the prohibited grounds of the Code although not just limited to such. The offending conduct must be persistent and repeated unless the incident in question is sufficient, standing alone, to taint the entire workplace. In other words, a stand-alone incident will not create a poisoned work environment unless it is particularly egregious. An infringement of every person's right to equal treatment with respect to employment which refers to comments, behaviour or work environment that ridicules, belittles or degrades people or groups identified by one or more prohibited grounds of the policy and in accordance with the Code. A poisoned work environment could result from a pattern of events, serious and single event, remark, or action and need not be directed at a particular individual.~~

**Responsibilities****Employees' ~~Responsibilities~~ are responsible for:**

- Working in a manner that is respectful to all
- Refraining from harassing and inappropriate workplace conflict as outlined in this procedure;
- ~~If they feel they are being harassed or discriminated against, are encouraged where possible to inform the alleged offender about unwelcome conduct or actions; Informing the alleged offender about inappropriate behaviour or actions, if possible;~~
- ~~If the harassment, discrimination or workplace conflict does not stop, they are encouraged to notify~~ Notifying the next level of supervisor/management not involved in the complaint as soon as possible about the alleged violation. ~~This will assist to resolve issues quickly and in the least adversarial way;~~
- ~~If they are harassed by a member of the public, contractor, consultant, service or delivery person, the allegations should be investigated in accordance with the procedures set out in the RZone procedure;~~
- Cooperating fully and in a truthful manner in any respectful workplace investigation, and keep any information about the complaint and/or investigation confidential.

**Procedure: Respectful Conduct HR-MNG-008-002**

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**Supervisors/Managers/Directors/Commissioners/CAO are responsible for: Responsibilities:**

- Providing an workplace environment that is free from discrimination, harassment, violence and conflict – setting a good example and not participating in or ignoring harassment, discrimination, violence or workplace conflict;
- Being aware of the potential for discrimination, harassment, violence and conflict and proactively intervening before problems arise;
- Acting quickly and appropriately as soon as becoming aware of possible policy violations in consultation with Human Resources;
- Cooperating fully and must make their staff/employees available to participate in investigations and other resolution processes;
- Being sensitive to the nature of the complaint and implement recommended changes in the workplace;
- Keep any information about the complaint and/or investigation confidential.

**Human Resources is responsible for: Responsibilities:**

- Training and educating all staff/employees on the Respectful Workplace Conduct policy and procedure including their responsibilities;
- Acting quickly and appropriately as soon as receiving a complaint under the policy;
- Providing guidance on the policy to supervisors and staff/employees;
- Keeping any information about the complaint and/or investigation confidential.


**References and Related Documents**

Ontario Human Rights Code  
Respectful Conduct Policy HR-MNG-008  
Accommodation Procedure HR-MNG-008-003  
Rzone Procedure HR-MNG-008-001  
Occupational Health, Safety and Violence Policy HR-MNG-005  
Workplace Violence Procedure HR-MNG-005-002  
Employee Code of Conduct  
Code of Conduct for Members of Council and Local Board Members  
Accessibility for Ontarians with Disabilities Act, 2005  
Occupational Health & Safety Act  
Any other relevant town policies

**Appendices**

Respectful Conduct Reporting Form



 The Corporation of the Town of Oakville <b>PROCEDURE</b> <b>Achievement Recognition</b>	Procedure Number <b>MS-SPR-001-001</b>	Page: 1 of <a href="#">43</a>
	Parent Policy No.: MS-SPR-001 Author: <b>Strategy, Policy and Communications</b> Authority: <b>CAO</b>	
<b>Section:</b> Municipal Services <b>Sub-Section:</b> Special Requests	Effective Date: 2008 Dec 15	Replaces: 08-07-29 Last Modified: 2013 Dec 16
	Review by Date: 2018	

### **Purpose Statement**

The Corporation of the Town of Oakville (the town) is committed to recognizing individual, team, organization and business achievements.

### **Scope**

This procedure applies to an individual, team or group who: wins an elite competition; makes a cultural, community or town service contribution; or achieves a significant milestone.

The town recognizes various types of achievements, such as:

- Provincial, national, or international competition, or other similar acclaim
- Culture or community service
- Milestones, such as wedding anniversaries; birthdays; and anniversaries of organizations and businesses in Oakville
- Official openings of organizations and businesses in Oakville, and
- Community and town volunteers.

The town will not support recognition of any achievement that, either directly or through third party arrangements, ~~supports the use of:~~

- Promotes consumption of alcohol, marijuana and addictive substances, at events or venues geared primarily to children
- Promotes the sale of tobacco
- Promotes pornography
- Promotes the support of or involvement in the production, distribution, and sale of weapons and other life-threatening products
- Presents demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence
- ~~Promotes religious or political messages that might be deemed prejudicial to other religious or political groups.~~
- ~~Alcohol and other addictive substances~~

**Procedure MS-SPR-001-001, Achievement Recognition**

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- ~~Tobacco~~
- ~~Pornography~~
- ~~Weapons and other life-threatening products~~
- ~~Demeaning or derogatory portrayals of individuals or groups that is likely to cause deep or widespread offence~~
- ~~Religious or political matters that might be deemed prejudicial to other religious or political groups~~

**Procedure**

Recognition requests may be made through the Mayor's Office or the approved Corporate program.

**Letter of Congratulations**

Letters of congratulations are presented for:

- Significant milestones of individuals, such as
  - ~~W~~wedding anniversaries
  - ~~B~~birthdays
  - Long-term residency in Oakville
- Significant milestones of organizations and businesses, such as
  - ~~A~~nniversaries of organizations and businesses
- Official openings of businesses.

**Certificate of Recognition**

Certificates of recognition are presented to:

- Individuals, groups or teams who win a provincial, national or international competition, or who achieve other similar acclaim, and
- Individuals or groups who have contributed to the well-being of the town, through cultural or community service.

**Award of Merit Event**

An award of merit event (event) may be held to recognize individuals and groups that participate in the highest competition available at either a national or an international level recognized by a governing body. An event may be held to recognize gold, silver and bronze medal holders at a national or an international level or for individuals and groups who achieve other similar acclaim, at a cultural or academic level.

An event may include, but is not limited to a presentation at a Council meeting, parade, ceremonial signage, or reception.

**References and Related Documents**

Recognition Policy MS-SPR-001

Banner ~~Services for Community Events~~ Procedure MS-SPR-001-004

Proclamations Procedure MS-SPR-001-003

Flag Protocol Procedure

## Procedure MS-SPR-001-001, Achievement Recognition

[Building Lighting Recognition Procedure](#)

[Commemorative Construction Plaques for Town Assets Procedure](#)

[Parking Naming Procedure](#)

[Codes of Conduct HR-MNG-008](#)

Special Events Permits Policy MS-PER-001 [– not tied online](#)

Community Spirit Awards

Oakville Sports Council – Sports Recognition Awards

### **Definitions**

**Culture** - [means people expressing their creativity and heritage.](#)

~~For the purposes of this procedure, culture is defined as the arts (performing/visual/media), libraries, folklore, festivals, events, heritage, museums, commercial arts (architecture/graphic design), natural environment.~~

### **Responsibilities**

The Mayor's Office is responsible for:

- Reviewing requests for letters of congratulations and certificates of recognition.
- Issuing letters of congratulations and certificates of recognition.
- Working with appropriate departments to coordinate an event.

Departments dealing with recognition are responsible for:

- If recognition is to be in the form of an event, the appropriate department(s) will:
  - Communicate with the recipient(s) and/or nominator(s) to confirm details of the achievement(s).
  - Determine the appropriate type of event for the achievement, and the date, time, and location of an event.
  - Coordinate with other departments as appropriate.
  - Communicate details of the event and explain logistics/procedures of the event to the recipients(s) and/or nominator(s).
  - Greet award recipient(s) upon arrival and assemble recipient(s) and/or nominator(s).
  - Coordinate presenter(s) to speak.
  - Take photographs.
- If recognition is at a Council meeting, the department(s) dealing with recognition will:
  - Provide the required information to the Clerk's department for inclusion of recognition on a Council meeting agenda and get confirmation of the Council meeting date at which the recognition will take place.
  - Communicate with the recipient(s) and/or nominator(s) to confirm details of their achievement(s), determine the number of people to receive recognition, date, time and location of Council meeting where presentation(s) will be made.
  - Explain logistics/procedures of the presentation(s) to the recipient(s) and/or nominator(s).
  - Greet award recipient(s) upon arrival and assemble recipient(s) into alphabetical order for presentation(s) by the presenter(s).
  - Coordinate presenter(s) to speak on behalf of the group or groups when there are large groups or several groups being acknowledged at the same Council meeting.

**Procedure MS-SPR-001-001, Achievement Recognition**

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- Take photographs.
- Assisting the Mayor's Office as required.

**Appendices**

Appendix A – Letter of Congratulations/Certificate of Recognition nomination form.