

## **Appendix A: Social Media Terms and Conditions of Use**

### **1. Social Media Disclaimer**

A comment posted by any member of the public on any Township social media site is the opinion of the poster only, and publication of a comment does not imply endorsement of, or agreement by, the Township of Ryerson, nor do such comments necessarily reflect the opinions or policies of the Township.

User comments and messages posted on the Township of Ryerson's social media pages are generally considered transitory records and will not be kept as a permanent record by the Township. By using the Township's social media sites, users acknowledge and consent that their comments and messages may become part of the public record and used in official Township documentation. It is in the Township of Ryerson's sole discretion which comments will be archived or used.

Images and comments posted by third parties do not necessarily reflect the views of the Township. The Township cannot and does not guarantee user privacy on third party social networking websites, as users are subject to the terms and conditions of the specific application on that website. Users should review and agree to the third party terms and conditions prior to participating.

The Township will not be responsible for any losses or damages suffered as a result of using third party social networking websites. Users participate at their own risk and for their own benefit, and in so doing accept that they have no right of action against the Township related to such use.

A link between the Township's social networking site and any other website does not imply an endorsement or sponsorship by the Township of that website or its creator.

### **2. Review of Content**

Social media sites are intended to be used as a source of information regarding Township events and activities. As such, the Township will not generally respond directly to user comments and the sites are not monitored regularly. Please direct specific inquiries to the Township office, by email or in writing, using the contact details set out in Section 8.

### **3. Conduct**

The intended purpose of social media sites is to serve as a mechanism for communication between the Township and members of the community. The Township reserves the right to immediately edit or remove user-generated content or links from social media sites if the information presented or linked to is inappropriate or in violation of this policy.

Content that is deemed inappropriate includes, but is not limited to:

- comments not related to the original topic, including random or unintelligible comments;
- comments that are profane, abusive, threatening, harassing, intimidating, hateful, or intended to defame any person or organization;
- content considered to be disrespectful or insulting to Township staff, Councillors, volunteers, or other representatives;
- conduct or encouragement of illegal activity;
- content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, marital status, status with regards to public assistance, physical or mental ability, gender identity or sexual orientation;
- sexual content or links to sexual content;
- content posted by persons whose profile picture or avatar, username or e-mail address contains any inappropriate content;
- solicitations, promotions or advertisements that are not pre-authorized by the Township, including promotion and endorsement of any financial, commercial or non-governmental agency;
- information that may compromise the safety or security of the public or public system;
- public disclosure of personal and confidential information;
- content for the purposes of promoting or opposing a political candidate for any elected or appointed office;
- harmful software, viruses, Trojan horses, or malware in any form;
- data that could reasonably be expected to cause, directly or indirectly, strain on any computing facilities or interfere with others' use of the service, such as chain letters and mass mailings (spam);
- religious or politically charged messages;
- jokes, slurs, or innuendos;
- content that violates the intellectual property rights of any party; and
- content that contains personal information about an identifiable individual other than the individual posting the content, unless the identifiable individual provided specific, written consent to the Township of Ryerson in advance.

The Township may decide to block/ban a user who posts unsuitable content or otherwise violates the terms of this policy.

Users may not use the Township of Ryerson name to endorse or promote any product, opinion, cause or political candidate. Representation of users' personal opinions as institutionally endorsed by the Township is strictly prohibited.

The Township will review social media content for factuality and appropriateness and will make all reasonable efforts to ensure that the content it posts is accurate at the time of posting. However, it is in the nature of social media communications that accuracy and timeliness are not guaranteed and may not be reliable; as such, users acknowledge that the Township makes no such guarantees. Further, the Township is not responsible for the authenticity and suitability of content posted to its social media sites by others.

In the event of a discrepancy between the information contained on this website and the information contained in the records of the Township, the information contained in the Township records shall be deemed accurate.

#### **4. Privacy**

The Township will adhere to all applicable legislation regarding privacy and freedom of information. The Township is subject to Ontario's *Municipal Freedom of Information and Privacy Act* ("MFIPPA") as amended and other privacy legislation.

Users should be aware that personal and other information contained in electronic correspondence (or printed versions thereof) which are directed to the Township are subject to MFIPPA and may be deemed releasable under this legislation, and that the anonymity and confidentiality of the sender and any information contained within the correspondence cannot be guaranteed.

Please also be advised that when you use the Township's social media sites, you may be taken to other sites that may collect personally identifiable information about you. The Township is not responsible in any way for content found on any third party website and the Township's privacy policy herein does not cover third party data collection practices. We do not assume responsibility for the actions of third parties.

#### **5. Use of Collected Information**

The Township does not collect information for commercial or marketing purposes, nor does it sell, exchange, or otherwise distribute information collected through its use of social networking sites for commercial or marketing purposes.

The Township will not, under any circumstances, use any information provided by users for any purpose inconsistent with the purpose for which the information was provided, as stated on the social media site.

#### **6. Disclaimer of Warranties and Limitation of Liability**

The Township's social media sites are provided on an "as is" and "as available" basis. The Township makes no representations or warranties of any kind, express or implied, as to the sites' operation or the information, content or materials included on these sites. The Township will not be liable for any damages of any kind arising from the use of, or inability to use, these sites. Users expressly agree to use these sites solely at their own risk.

#### **7. Modification of Terms and Conditions of Use**

The Township reserves the right to change, at any time, and at the Township's sole discretion, the terms and conditions of use. Please refer back to this page often to review these terms and conditions. Continued use of the social media sites constitutes a user's agreement to all such terms and conditions.

## **8. Contact Information**

If you have any questions or concerns, please contact:

Township of Ryerson  
28 Midlothian Road  
Burks Falls, ON P0A 1C0

Phone: (705) 382-3232  
Email: [admin@ryersontownship.ca](mailto:admin@ryersontownship.ca)