



The City of San Diego Web Site Linking Policy

Links to non-City of San Diego web sites are determined by the Department as it pertains to its web content. The purpose of linking is to enhance the City's web content, and the viewer's experience and to promote the City web site objectives.

Selection must be based primarily on its ability to promote the web site's objectives, its appropriateness for general public viewing, its ability to enhance the information or service experience, and its ability to administratively and technically support wide public access. Linked sites should be up-to-date and accurate, authoritative and easy-to-use. Linking to any web page or web site cannot be construed to be an endorsement of the entity responsible for the web content or design.

Links to commercially oriented or corporate sites are discouraged unless approved by the Corporate Partnership Program (<http://www.sandiego.gov/corporatepartnership>). Links cannot be made to personal web pages that exclusively promote the individual or the individual's opinions. Links to web sites that can be deemed pornographic are prohibited. Links to sites that are primarily political in nature or those that advocate a particular position are not allowed.

The City of San Diego allows other web sites to link to the City web site if they so desire. It is recognized that there is no means of technically, legally or administratively preventing others from linking to the City web site.