

# WINFORD PARISH COUNCIL

## Website Advertising Policy

### Permitted advertising.

Winford Parish Council (the Council) will allow free advertising for residents, and charitable / not-for profit organisations that are located within the parish, on its website ([www.winfordpc.org.uk](http://www.winfordpc.org.uk)).

Where required for statutory purposes, the Council will allow both free and paid advertising by other statutory bodies on its website.

The Council will not allow paid advertising for commercial organisations on its website. The Council, at its sole discretion, may allow a free listing for commercial organisations located within the parish on the business directory webpage and/or other webpages as the Council sees fit.

### Standards and exceptions:

Any advertising on the Council's website is expected to be an honest, responsible and fair description of the goods or services being offered. The responsibility for this lies with the advertiser.

Advertising displayed on the Council's website will not:

- Be political in nature, or appear to be designed to affect public support for any political party.
- Be inappropriate or objectionable.
- Be likely to subject the Council to prosecution or bring it into disrepute.
- Promote gambling, weaponry, alcohol, tobacco or similar products.
- Have an overtly sexual 'tone' or appear to promote illegal activities.

### Process for advertising:

The advertiser will contact the Clerk in the first instance, either by mail, e-mail, or by the contact form on the website. Advertisements may be simple plain text or include images, but must be in the English language.

All advertisements must include a contact name and either an address, e-mail or phone number, so that the prospective buyer(s) can contact the advertiser directly. The Council will not act as a "middleman" or guarantor for any transactions.

The Parish Council will review all requests for advertising on the Council's website at their monthly meeting, to ensure suitability in accordance with this policy, and may refuse advertising for any reason without explanation.

The advertiser is responsible for notifying the Clerk that the goods / service has been sold or no longer offered, so that the advertisement can be withdrawn.

### No warranty and endorsement:

The displaying of an advertisement on the Council's website does not mean that the Council either endorses the goods or services being advertised, or that the Council is responsible for their quality or reliability.

The Council does not accept any liability (save where required by law) for any direct or indirect losses that arise through fraudulent transactions resulting from information contained within an advertisement on the Council's website. However, the Council does commit to never knowingly displaying advertisements that are untrue or fraudulent, and will take prompt action to remove any advertisements that are found to be so.

The Council reserves the right to refuse advertising for any reason without explanation and to remove any adverts once placed, if it deems it necessary (this includes the receiving of complaints from the public about a particular advertisement).

This Policy was adopted by the Council on 19 February 2018