

TOWN OF AMHERST

Technology Use Policy

Purpose:

The Town of Amherst's Technology Use Policy is intended to ensure that the Town of Amherst's ("Town") technology resources are available and utilized in an appropriate and responsible manner, in accordance with local, state and federal laws, and the Town's own various policies and procedures. The policies contained in this document are intended to work together comprehensively as a single Town Technology Policy ("Policy").

Scope:

This Policy applies to all users ("Users"). Users include, but are not limited to, all Town employees, contractors, visitors, volunteers, committee or board members, interns or any other personnel using, accessing, or otherwise interacting with the Town's hardware, software, and other technology resources and systems ("Resources"). Resources include, but are not limited to, all electronic hardware, software; landline phones, cell phones, smartphones, voicemail, tablet computers, desktop computers, laptop computers, fax/copy machines, printers, peripherals, door access and alarm systems, camera systems, electronic databases, local and wide area networks, email and collaboration systems, internet hardware and data, all media and the facilities containing them, all host or remote technology systems (e.g., workstations/PCs, mobile and handheld devices, telecommunication/radio devices, system software, application software, and data), and communications networks or systems which may be directly, indirectly, or remotely controlled, administered, accessed or otherwise interact with other Town Resources.

All Town employees having previously completed a Technology Use Policy Acknowledgement Form are required to continue observing and abiding by these updated Policies which replaces any and all previous Technology Use Policies. *If any component of this Policy conflicts with any applicable collective bargaining agreement (CBA), the component shall be subject to the CBA, and the remaining non-conflicting features of this policy shall remain in effect.*

Privacy Statement:

Users should not expect any right of privacy in the use of Town Resources, including electronic communications and information created or stored on the Town's systems. The Town retains the right to inspect its Resources, including any Town-owned or leased computer or electronic communications equipment, any data contained in such equipment, and any data sent or received by that equipment. The Town will exercise that right when reasonable and in pursuit of legitimate needs for supervision, control, and the efficient and proper operation of the workplace. Users should be aware that appropriately-authorized network administrators may monitor network traffic, and/or access all files, including e-mail files and Internet use history, stored on any equipment.

General Use Policy:

The Town's Resources are owned, operated, administered, and managed by the Town of Amherst. They are provided as a business tool to users to facilitate timely and efficient business use, and are to be used for business-purposes only. The appropriate use ("Appropriate Use") and protection of all Town Resources is expected from all Users. Appropriate Use of these resources is defined as use which is Town business-related. Any other use is inappropriate.

Security

All usernames and passwords are for the exclusive use of the individual to whom they are assigned. The User is personally responsible and accountable for all activities carried out under his/her username, and should take all reasonable precautions to protect his/her password. The password associated with a particular username must not be given or divulged to another person (with the exception of the Systems administrator). No one may use, or attempt to use, a username or password assigned to another person, or pose as another user.

Use of Town Resources is subject to the following:

- All Town Resources are the property of the Town. The Town retains ownership of all resources, materials, documents and files stored, maintained, deleted, modified, received, sent, or otherwise accessible via the Town's Resources unless otherwise copyrighted, trademarked, or agreed to by the Town Manager.
- The Town may, without notice, limit, restrict, monitor, block, access, search, review, modify, or disclose the use of any Town Resources.
- The Town may determine what applications are installed or configured on Town Resources assigned to Users. Applications may be installed, modified, updated or removed without notice. The term "Personal Computer" does not suggest that Users have a choice of what is made available to them.
- Any Materials sent to or from Town Resources must comply with federal and state laws regarding the protection of Personally Identifiable Information (PII) (e.g., Date of Birth, Social Security Number, Name and Address information, and where applicable, financial account information), and applicable Record Retention Laws. PII data should always be encrypted.
- All Town Resources are subject to discovery; even if a User believes they have deleted materials, they may be retained in other systems. Users should NOT delete Materials unless they are clearly considered trivial or irrelevant (e.g., an email about coffee/pizza being served somewhere), as they may be subject to Public Records Retention Laws.
- Town Resources may be configured with remote management tools to assist with loading additional applications and software. Users shall not remove, disable, or otherwise modify any applications or software installed by the Town IT Department. The Town IT Department will only assist with the

installation of additional applications or software deemed necessary and appropriate for Town-related business use.

- Users who synchronize or store Town information on a portable device such as a smartphone, tablet, or laptop, owned personally or by the Town, **shall set the device to require a passcode or fingerprint prior to each use.** In the event such a device is lost or stolen, the User shall report the device lost or stolen to the IT Department immediately. Users acknowledge by setting up synchronization with Town information, such as Exchange which includes email, contacts, calendars and reminders, the IT Department has the ability to remote wipe such a device.
- The Town reserves the right, but not the responsibility, to monitor any and all aspects of Town Resources and materials; the Town is not responsible for material viewed, downloaded, or forwarded by Users.
- Technology Resources shall be used only for work-related professional or civic purposes.

Technology Ethics Policy:

When using Town Resources and materials, all Users will:

- Conduct business in a truthful and accurate manner. Users should never misrepresent themselves in order to gain access to any other Town Resources or materials, or in order to deceive anyone interacting with Town Resources or materials.
- Keep communications and correspondence professional and appropriately personable. Email, the internal network, and the Internet should not be used for communications that express anger or criticism.
- Apply the same grammatical quality and professional letter writing standards that are applicable to paper-based correspondence. Email correspondence should reflect the Town's commitment to quality, performance and professionalism at all levels.
- Be aware that all laws and Town policies related to Sexual Harassment and Unlawful Harassment apply to the use of Town technology systems.
- Make every prudent and reasonable effort to protect against their theft, loss, or damage.
- Access only what is authorized, making no attempt to bypass security or firewall restrictions, and must not disable, render inoperable, or otherwise tamper with Town Resources or materials.
- Not authorize anyone to use their Town accounts for any reason.
- Be responsible for properly locking down access to systems when they are away from them, and be responsible for any materials transmitted, accessed, or otherwise entered or modified from systems or accounts the User is logged into.

- Abide by copyright law and intellectual property rights. Downloading non business-related Materials (e.g., games, music files, videos, etc.) is prohibited.
- Refrain from interfering with the work of others, impacting other Town Resources, causing offense to others, or wasting Town Resources. This includes, but is not limited to:
 - Using Town Resources for any private, personal, unlawful, unethical, commercial, religious, political campaigning, monetary gain, or legally questionable activity.
 - Accessing inappropriate sites including adult content, online gambling, or dating sites.
 - Using encryption technology that has not been approved for use by the Town's IT Department.
 - Using personally-owned technology for conducting Town business, where official Town records are created but not maintained by the Town.
 - Accessing hacking sites or using security hacking tools to attempt to elevate user privileges or to otherwise obtain unauthorized access.
 - Intentionally intercepting, accessing, altering, copying, distributing, moving or removing Town resources or materials without permission.
 - Accessing Town Resources related to other Users, constituents, businesses, or anyone else, without a Town-related business purpose requiring you to do so.
 - Creating unnecessary network traffic, load, disruption, or disablement of resources, or establishing any remote control, remote access, or remote monitoring services without the permission of the Town IT Department.
 - Loading software or data from untrustworthy sources (e.g., freeware, or shareware), or without ensuring that all files are properly scanned for viruses or other malicious software code prior to introduction to Town Resources.
 - Connecting, installing, introducing, or otherwise initiating unauthorized technology into the Town;
 - Transmitting, viewing, accessing or making accessible offensive, fraudulent, sexually explicit, profane, obscene, harassing, intimidating, threatening, or defamatory materials.
 - Using online shopping sites, social network sites, or media sites for personal use.
 - Using Town Resources in a manner which may subject the Town to any liability claim.

Official Town Social Media Guidelines:

Social networks consist of social media content within online communities of people or organizations that share interests and/or activities and use a wide variety of Internet technology to make the interaction a rich and robust experience. Social media may facilitate discussion on Town issues, operations, and services by providing members of the public the opportunity to participate in a variety of ways via the Internet. Examples of social networks and social media ("Social Media") include, for example, Facebook, blogs, YouTube, Twitter, LinkedIn, Flickr, various 3rd party email accounts, instant messaging tools and general websites.

The Town views Social Media positively, recognizes that these tools may significantly influence reputation, and understands that Social Media is the basis for much wider changes taking place in online media that may increasingly affect Town services delivered to constituents. Because of this, the Town has an overriding interest and expectation in deciding official statements or messaging on behalf of the Town on Social Media. The use of Social Media must be tempered with common sense, good judgment, discretion, and responsibility to maximize the benefits of these resources and minimize potential liability.

Town Departments are encouraged to use **Town sponsored** social media to further department goals. The Town's official uses of Social Media must meet one of the following three categories:

1. As a channel for disseminating Town-related time-sensitive information to the public;
2. As a channel for enhancing communications with constituents, businesses, and stakeholder organizations related to conducting business with the Town; and/or
3. As a channel for marketing, promoting, or otherwise furthering the Town's goals and objectives by publishing news and articles, facilitating discussions, and communicating information related to Town accomplishments, promotions, or other marketing events.

The Town's websites (Amherstma.gov, Joneslibrary.org, LSSE.org, AmherstPD.org, CherryHillGolf.org, etc) will remain the Town's official, primary and predominant Internet presence.

Wherever possible, content posted to Town sponsored Social Media should also be available on the Town's primary sites. The Information Technology department can assist with linking from Town sponsored Social Media sites back to official Town websites.

Wherever possible, content posted to Town Social Media should contain links directing users back to the Town's official websites for in-depth information, forms, documents, or online services necessary to conduct business with the Town.

The intended purpose of Social Media is to serve as a mechanism for communication between Town departments and members of the public. Town Social Media postings should not contain:

- Comments in support of or opposition to political campaigns or ballot measures
- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination
- Sexual content or links to sexual content
- Solicitations of commerce
- Conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or public systems
- Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available

- Content that otherwise violates any applicable federal or state law, and/or exposes the Town to any liability claim.

Submission of comments by members of the public to Town Social Media may constitute participation in a limited public forum. Town Social Media is subject to Public Record Retention Laws.

User participation in non-Town sponsored social media:

Users who participate in non-Town sponsored Social Media are encouraged to make it clear they are speaking for themselves when doing so.

Users who participate in non-Town sponsored Social Media may not use the Town of Amherst seal, tagline, or other marketing related material in order to avoid confusing visitors, or suggesting the appearance that the Social Media posts are representative of the Town's position, opinion, or view.

Town Issued Mobile Device Policy:

The Town may issue mobile devices such as laptops and tablets ("Devices") to users to assist them with conducting Town business-related activities. Use of Town issued Devices is subject to the following:

- Town Devices must be properly inventoried by the IT Department.
- User assumes responsibility to ensure to maintain Devices in a safe, functioning and reasonable condition. Equipment is to remain free of any writing, stickers, or labels that are not the property of the Town. Users are encouraged to contact the Town IT Department with any questions about how to maintain or use Town issued devices.
- Except in emergencies, personal use of Town owned and issued mobile devices is prohibited.
- User agrees to perform regular and routine recommended data backups
- Town Devices should not be left unattended in public places, or in places where they may be subject to harsh environmental conditions. This is for your safety, the safety of your contacts and the people you communicate with.
- Town Devices which are damaged, lost, or stolen must be reported to IT as soon as possible. The Town may, at its own discretion, choose to electronically locate and remotely wipe or reset lost or stolen Devices.
- Town owned Devices must be returned to Department Head or IT upon separation of employment or assignment is completed.

Town Mobile Device Reimbursement Plan and Policy:

Departments Heads may identify staff who require regular use of a cell phone or combination cell phone/PDA with data plan, to efficiently and safely perform their primary function(s). Department heads will annually submit a detailed purchase order for Town Manager approval, and again when a staff person is added to or dropped from the reimbursement plan. Staff are responsible for securing and paying for their own cell phone, and the Town will reimburse for the reasonable municipal use of the phone. **All devices approved for reimbursement and/or accessing Town resources, are subject to the terms and conditions of this entire policy.**

Staff requiring regular use of a cell phone at work are eligible for a quarterly (every three months) reimbursement of an amount determined by the Town if a personal cell phone account is established and maintained for Town business use.

Staff requiring regular use of a cell phone with data plan are eligible for a quarterly (every three months) reimbursement an amount determined by the Town if a personal cell phone account with a data plan is established and maintained for Town business use.

Periodically, and without advanced notice, the Town will require proof that a staff person is maintaining and utilizing an operational cell phone for Town business use.

Personal Device Use Policy:

The Town recognizes that some Users may prefer privately owned or personal technology devices such as laptops, tablet and cell phones (“Personal Devices”) which they are interested in using for Town business-related purposes. The Town will not be responsible for any Personal Devices, or any damage or loss that might arise from using Personal Devices to remotely connect to, interface with, integrate with, or interact with Town Resources.

Compliance:

Violations of this Policy may result in disciplinary actions as deemed applicable by the Personnel Procedures Manual, the Town Manager and/or the appropriate collective bargaining agreement. If violations of this Policy are discovered that consist of illegal activities, the Town may notify the appropriate authorities. The Town reserves the right to pursue appropriate legal actions to recover any financial losses suffered as a result of violations of this Policy.

TOWN OF AMHERST

Acknowledgement of Technology Use Policy

Your signature at the bottom of this page acknowledges your receipt and understanding of this Policy and will be placed in your personnel file.

By using Town Technology Resources and Materials, you agree to be bound by this Policy.

- Users of Town Resources and Materials hereby release the Town of Amherst and its personnel from any and all claims and damages of any nature arising from a User's use of (or inability to use) any Town Resources or Materials.
- The Town reserves the right to amend this Policy without prior notice and to take such further actions as may be necessary or appropriate to comply with applicable local, state and federal laws, as well as new and emerging technology trends.

This document must be signed and submitted to IT within two (2) business days of user's start date, or your accounts will be disabled.

Printed Name

Title

Department

Signature

Date

cc: *Human Resources*