

Dover Website – Advertising Policy

Dover District Council retains the discretion to block any individual advertisement

1. General approach:

- (a) Dover District Council is looking to increase the effectiveness of the Council's website and to maximise revenue from advertising. Advertising on the Council's website will therefore be permitted.
- (b) Dover District Council will approach this on the assumption that advertising is permitted unless it falls into a prohibited category, as defined below. This compliments the Council's corporate objective around "self reliant communities" and offers increased customer choice.

2. Prohibited products, services and advertisers:

- (a) The Council will maximise the number of advertisements and advertisers which are permitted to advertise on the Dover website and minimise where possible, the number that are prevented from doing so by any policy controls or restrictions. The general principle will be that functionality and the website's primary role is enhanced and not compromised.
- (b) Most products and services may be promoted, however, some specific categories of products and services will not be allowed, these are defined below.
- (c) Private sector 'competitors' with services provided by Dover District Council or other public sector organisations may advertise on the website. Such competitors could include health club operators or theatre and event companies advertising on the leisure/sports pages or other organisation providing business services. This policy toward 'competitor advertising' will be subject to ongoing review by the Customer Access Board.
- (d) Political organisations may not advertise on the web site.
- (e) Gambling organisations are not considered appropriate.
- (f) Organisations simply offering entry into a competition following completion of a form containing any personal information will not be permitted.
- (g) Advertisements where benefit is precluded from UK citizens will not be permitted.

3. Specific categories of organisations, products or services which may not advertise on the Dover website are:

- (a) Types of organisations:
 - (i) Political organisations
 - (ii) Manufacturers of tobacco products
 - (iii) Manufacturers of alcohol products (incl. alcohol promotions)
 - (iv) Gambling

- (v) Pornography
- (vi) Adult content

- (b) Content or advertising which has an overtly sexual 'tone' will also be excluded. The Council's Website Manager will be responsible for day to day management.
- (c) All content should be consistent with and complementary to all other corporate policies

4. 'Style' and content of advertising:

- (a) Dover District Council wishes to take an open approach to the style of advertising. However, all advertising will meet the Council's Equality Standards.
- (b) The Council's Website Manager will act as liaison officer and manage this on a day to day basis.

5. Behavioural targeting, cookies and privacy:

- (a) Dover District Council will not make use of cookies or any other devices which collect, store and analyse user behaviour on the Dover website or on any other websites in order to tailor advertising on the Dover website, even if such data could not be linked to an individual.
- (b) Cookies are only to be used to gather data on a totally anonymised basis in order to monitor web site traffic (as with Google Analytics and other, 'cookie based' traffic monitoring tools).
- (c) There are, a range of technologies now or soon to be in use on the Internet which enable user behaviour to be tracked, in detail. Dover District Council does not make use of these technologies but other organisations will do. The use of these technologies is very rarely malicious or harmful – their purpose is purely to tailor marketing and advertising – but Internet users should be aware that most of their behaviour on the Internet is now tracked. We strongly advise all Internet users to check their 'privacy' settings.