



Berks County Public Libraries

Website Policy

Purpose

Berks County Public Libraries (BCPL) is a federated library system that manages administrative and centralized support services for 19 public libraries. BCPL promotes life-long learning and community engagement through resource collections, technology and programming. The maintenance of an Internet website is one way we provide access to information about library services, programs and related resources.

Web Address

The URL for BCPL's website is www.berkslibraries.org

Webmaster

BCPL's Community Relations Coordinator serves as Webmaster. The Webmaster is responsible for developing and maintaining all System-managed pages, content, and links across the site. In collaboration with member library staff, the Webmaster will assist in creating and maintaining content for individual library web pages upon request. The Webmaster will also provide technical support to member library staff to resolve website issues. BCPL's Technology Coordinator will serve as Webmaster in the absence of the Community Relations Coordinator.

Website Scope

The BCPL website is intended to provide access to a variety of educational and informational resources in electronic format. The information includes, but is not limited to, a web-based catalog of print and multimedia materials owned by member libraries of BCPL, online databases including *POWER Library* resources, information about member libraries' programs and services and curated links to Internet websites.

Website Content and Access

The Webmaster will evaluate all recommended website content for appropriateness in accordance with the System's mission and website scope. Access to some resources may be restricted to Berks County Public Libraries cardholders because of license agreement limitations.

Library staff will refrain from using copyrighted or stock images on the website, unless they have written permission to do so. In the event that BCPL is notified of a copyrighted image on the BCPL website or a member library's web page and written permission has not been provided, the image will be removed by the Webmaster.

Website Links

The BCPL website will include links to other websites to provide access to a wide range of information.. Library staff may recommend websites to the Webmaster for their informational and/or educational value. To be selected, websites must meet the following criteria:

- The primary intent of the website is to educate or inform.
- The site's owner or sponsor is easily identifiable and contact information is provided.
- The site does not charge for access.
- The site does not promote a specific monetary, religious, political, or social agenda.
- The site does not duplicate information/resources provided by local community organizations.

Since website content may change without notice, BCPL cannot be held responsible for the accuracy of websites not maintained by BCPL or member libraries' staff. Every effort will be made to keep links current. Website visitors are encouraged to notify BCPL via email to libadmin@berkslibraries.org if they find a link that no longer functions or that is inconsistent with the criteria stated above.

Privacy Policy

BCPL will collect and store only the information necessary to measure the number and timing of visitors to areas of the BCPL website. BCPL will not sell, lease or otherwise distribute or disclose a library patron's name, e-mail address, postal address, telephone number, borrower records or other personal information for non-library purposes or to outside parties unless required by law. See BCPL's System User Privacy Policy for clarification and explanation of confidentiality surrounding circulation records.

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