

Peterborough Public Library

Community Information Display Policy



Policy Number: PPL-001
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Approval: Library Board

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Use: Public

1. Purpose

To outline the Library's standards for use of community information display boards in Library branches for the promotion of community groups, resources, and events.

2. Scope

The public may submit, for approval, to advertise on the Library's Community Information Display board events and activities of a cultural, educational, or community-oriented nature.

This Policy applies to designated community information boards, spaces, or pamphlets units at all Library locations, all employees receiving and posting promotional materials, and all community groups, organizations, businesses, and individuals submitting materials to be considered for display.

3. Policy Objectives

The Library strives to support organizations in the community by providing limited display space for informational bulletins, posters, and brochures covering primarily local and regional information and events.

The Library is committed to supporting the community it serves. The Library prioritizes support for local community projects within the boundaries of the City of Peterborough, through which the residents of Peterborough will benefit collectively. Programs from surrounding areas may be considered if space allows. The Library does not endorse or imply agreement with the ideas, policies, messages, or activities of any group or individual who posts content to the Community Information Display.

4. Definitions

4.1. Board: Peterborough Public Library Board

4.2. City: City of Peterborough

4.3. Information Display Board: Any space a community item is approved to be displayed, including but not limited to bulletin board or brochure holders.

4.4. Library: Peterborough Public Library

5. Procedure

- 5.1.** All advertising and promotion within the Library will comply with the mandate, mission, and values of the Library.
- 5.2.** The Library provides neutral public spaces and universal access to information, knowledge, resources, collections, services and programs that help to enrich lives, facilitate social engagement, and enhance opportunities for success in our community.
- 5.3.** All material becomes the property of the Library. The Library reserves the right to dispose of the material as it sees fits. The Library is not responsible for notifying members if items are not posted nor returning material submitted to its originators.
- 5.4.** The Library does not have an obligation to accept any advertising, promotional materials, surveys, petitions, or items of a similar nature submitted.
- 5.5.** Material deposited or posted without Library permission will be removed from display.
- 5.6.** The acceptance of advertising by the Library is not an endorsement of a product or service.
- 5.7.** The length of time that materials are displayed is subject to demand and space availability.
- 5.8.** All materials must contain contact information for the group or organization.
- 5.9.** All materials must be in a suitable format for display. The Library reserves the right to refuse materials that are unsuitable including, but not limited to, oversized materials.
- 5.10.** The Library reserves the right to determine where materials will be posted in the Library.
- 5.11.** Since it is not possible to ensure that all viewpoints on any particular issue are represented on the Community Information Display Board, these may be covered in the context of the Library's other resources and not in display areas.
- 5.12.** The number of materials displayed for any group or organization will be limited at the discretion of the Library.
- 5.13.** Advertisements must be in compliance with any Library Board policies, City by-laws, applicable provincial and federal laws and regulations, including the Ontario Human Rights Code; and the Canadian Code of Advertising Standards. It is the responsibility of advertisers to ensure that proposed advertising does not contravene any applicable legislation prior to submission to the Library for consideration.
 - 5.13.1.** Material whose primary focus is partisan or political in nature cannot be displayed or distributed in the Library. Exceptions may include:

- 5.13.2.** Political materials may be eligible when it announces open meeting and forums for discussion of community issues as organized by the City.
- 5.13.3.** During an election, debates or meetings where all candidates are invited.
- 5.13.4.** Materials from Election Canada, Elections Ontario, or Municipal Election information focusing on when, where, and how to vote.
- 5.13.5.** The Library assumes no liability for advertisements that contravene legislation, and all advertisers will be required to indemnify the Library for any costs or damages the Library may incur as a result of their advertising.

6. Priorities

Priority is given to materials as follows:

- 6.1 Library
- 6.2 City of Peterborough
- 6.3 Other government agencies
- 6.4 Local not-for-profits organizations
- 6.5 County of Peterborough
- 6.6 Cultural organizations or significant cultural events held outside the City and County of Peterborough.

7. Ineligible Content

The Library reserves the right to reject advertising that, in the Library's sole opinion, may adversely affect public confidence in the Library or the value of the Library brand.

Ineligible content includes, but is not limited to:

- 7.1.** Advertising that is partisan or political in nature
- 7.2.** Materials with omission of essential information or unacceptable standards of legibility, neatness, spelling as determined by the Library
- 7.3.** Personal ads and notices, including notices of personal items for sale or rent
- 7.4.** Promotions of illegal substances, tobacco, and alcohol companies and products
- 7.5.** Promotion of surveys, pledges, forms, or petitions. The Library Director/CEO may approve surveys on a case-by-case basis.
- 7.6.** Fundraising or solicitation, unless approved by the Library Director/ CEO (i.e.: Royal Canadian Legion's Poppy Campaign or food drives)
- 7.7.** Materials that promote unlawful practices or contravene federal, provincial, or municipal legislation.
- 7.8.** Retail/wholesale advertisements
- 7.9.** Any items that contravene this policy or any other Library or City of Peterborough policy

8. Appeal

- 8.1.** In instances where members of the public wish to file complaints or inquiries about materials displayed on Library property, they may bring their concerns forward to the Library Services Manager.
- 8.2.** Decisions to retain or refuse to display/distribute materials may be appealed, in writing, to the Library Director/CEO. The Library Director/CEO will approve or deny an appeal, in writing, within two (2) weeks of receipt. A member may appeal the decision, in writing, to the Library Board. The appeal will be reviewed at the next scheduled Library Board meeting. The Library Board's decision will be final.
- 8.3.** The member may request interpretation, or support from staff when appealing a decision and/or bring a support person.

9. Accessibility

The City and Library will use reasonable efforts to ensure that its policies, procedures, and practices regarding the provision of goods and services to all residents, including people with disabilities, are consistent with the following principles:

- 9.1. Goods and services will be provided in a manner that respects the dignity and independence of all residents;
- 9.2. The provision of goods and services to people with disabilities will be integrated with conventional service unless an alternate measure is necessary, whether temporarily or on a permanent basis, to enable a person with a disability to obtain, use, or benefit from City goods and services; and
- 9.3. All residents will be given an equal opportunity to obtain, use, and benefit from City goods and services.

10. Roles and Responsibilities

- 10.1. The Peterborough Public Library Board is responsible for approving this policy.
- 10.2. Library Director and CEO is responsible for implementation of this policy.
- 10.3. Management and supervisors are responsible for ensuring staff have received training and are applying the policy equitably.
- 10.4. Employees are responsible for applying the policy.

11. Privacy and Confidentiality

The Library protects the privacy and confidentiality of all members personal information in keeping with the access to information and privacy provisions of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c. M.56 (MFIPPA) and other applicable legislation.

The Library collects personal information of library members under the authority of the Public Libraries Act, R.S.O. 1990, c.P.44, and personal information will only be used to administer services and programs at the Library.

12. Communications

This policy will be distributed on the Library's [website](#).

13. Inquiries

Inquiries regarding this policy should be directed to the Library Services Manager.

14. Related Documents

- 14.1 [Privacy Policy](#)
- 14.2 [City of Peterborough Accessibility Policies](#)