

POLICY TITLE	Authorization and Management of Web, Internet, and Domains	Policy Number	448
Section	Facilities, Operations, and Information Technology	Approval Date	May 9, 2023
Subsection	Information Technology	Effective Date	May 9, 2023
Responsible Office	Office of the Vice President of Digital Transformation		

1.0 PURPOSE

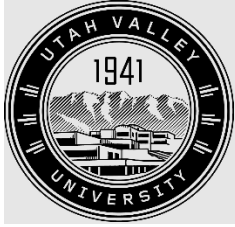
1.1 This policy outlines appropriate use of the University’s internet and web information resources for students, faculty, and staff and defines the requirements for requesting, obtaining, and managing domain names in order to protect the University’s name, brand, and reputation.

2.0 REFERENCES

- 2.1** *Electronic Communications Privacy Act, 18 U.S.C. § 2510 (1968)*
- 2.2** UVU Policy 114 *Conflict of Interest and Commitment*
- 2.3** UVU Policy 135 *Use of Copyrighted Materials*
- 2.4** UVU Policy 161 *Freedom of Speech*
- 2.5** UVU Policy 207 *Internal Audit*
- 2.6** UVU Policy 428 *Graphic Standards, Signage, and Use of Institutional Logos and Seals*
- 2.7** UVU Policy 445 *Institutional Data Management and Access*
- 2.8** UVU Policy 452 *Electronic Information and Technology Accessibility*
- 2.9** UVU Policy 542 *FERPA (Student Records Act)*

3.1 DEFINITIONS

3.1 Confidential information: Any information that is not generally available to the public and that university has identified as confidential, that should reasonably be understood to be confidential, or that university is obligated to keep confidential under applicable laws,



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regulations, contractual obligations, university policies, or the policies of relevant government agencies, including but not limited to, PII, student records, financial information, research data, and sensitive information.

3.2 Course or curriculum materials: Materials published or created by or for a faculty member to present or support the teaching of a course. These are housed in the university-approved systems in accordance with governance and procurement policies and guidelines.

3.3 Domain name: A unique name that identifies an internet resource such as a website. Domain names are defined through the Internet Domain Name System (“DNS”), the international system for naming network resources, and are registered in DNS. A domain name consists of a series of alphanumeric words separated by periods; e.g., www.uvu.edu is a domain name.

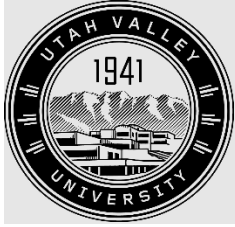
3.4 Faculty web pages and sites: Web pages and sites published or created by or for a faculty member for research, creative works, or activities related to their employment. These are housed on an authorized web publishing system of the institution.

3.5 Information resources: Information resources that include any information in electronic, audio-visual, or physical form, or any hardware or software that makes possible the storage and use of information. This definition includes but is not limited to email, voicemail, local databases, externally accessed databases, CD-ROM, motion picture film, recorded magnetic media, photographs, digitized information, or microfilm. These information resources also include any wire, radio, electromagnetic, photo optical, photo electronic, or other facility used in transmitting electronic communications and any computer facilities or related electronic equipment that electronically stores such communications.

3.6 Official university portal: A web page or site that serves as a gateway to university websites or to a combination of university sites and non-university sites. When a visitor accesses a portal, the web host system identifies (authenticates) the user and delivers a page that was either personalized by the user or customized by the host for that user.

3.7 Organizational web pages and sites: Web pages and sites hosted on a web server owned or contracted by the University but outside the defined scope of university websites. Such sites include but are not limited to websites of non-university organizations hosted by the university as a courtesy or service, web pages of student organizations recognized by UVUSA, and other affiliated organizations that have a relationship with the institution.

3.8 Personal pages and sites: Web pages and sites that are not affiliated with and do not represent the institution in any official way. These include but are not limited to personal web pages of university faculty, staff, and students and other online resources not owned by the institution.



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3.9 Personally Identifiable Information (PII): Unique identifiers, including a person's Social Security number, driver's license number, employee identification number, biometric identifiers, personal financial information, passwords or other access codes, medical records, home or personal telephone numbers, and personal email addresses.

3.10 Student web pages and sites: Pages and sites created and posted by students and hosted on a web server that is owned or managed by an institutional resource or contracted with an institutionally approved service provider to support the academic and instructional needs of UVU students.

3.11 University community: All persons employed by or affiliated with Utah Valley University in any way and persons participating in any university program or activity, including but not limited to trustees, advisory board members, administrators, faculty, staff, students, independent contractors, volunteers, and guests or visitors to any university campus or any property owned or leased by the University.

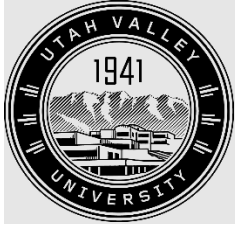
3.12 Web-based electronic commerce (web e-commerce): The web pages meant to facilitate transactions (exchange of money or secure information for the ordering and payment of university goods and services). Such transactions may be between units of the University and individuals or between units of the University and businesses or other organizations.

3.13 Web home page: Any web page that serves as the primary portal, table of contents, or designated entry point for a website.

3.14 Web page: A unit of information delivered to a user in a format intended for display in a web browser or web appliance.

3.15 Website: A collection of web pages or related websites that has a coherent purpose and is managed by one person or group.

3.16 Website owner: Any person or organizational unit serving as the primary provider or publisher of a website.



4.0 POLICY

4.1 Scope of this Policy

4.1.1 This policy applies to all members of the Utah Valley University community. It governs all networked internet or cloud storage and communications systems utilizing university networks or name space, regardless of who owns those systems and whether they are individually controlled or shared.

4.1.2 This policy applies to all domain names that are related to university business.

4.2 Policy Statement

4.2.1 Academic freedom, the decentralized nature of the internet, and the diverse purposes served by university websites require that as much freedom as possible be granted to those creating and maintaining websites. Utah Valley University supports and encourages freedom of expression and an open environment for the pursuit of knowledge; however, the contents of all web pages under university jurisdiction must comply with local, state, and federal laws and UVU policies, rules, and regulations. The quality of service UVU offers to its students and community is determined, in part, by the quality of information it publishes electronically. This policy is intended to maintain the accuracy, consistency, and integrity of UVU units' and affiliates' websites.

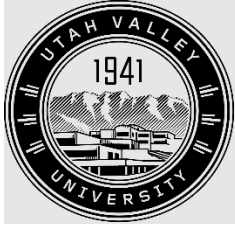
4.2.2 Violation of this policy will result in disabling the offending web pages, sites, or services. UVU reserves the right to remove any content as required by policy, law, or institutional governance.

4.3 UVU Ownership and Branding of University Pages and Sites

4.3.1 The university web pages and sites provide a public face for UVU on the web. For this reason, all university pages and sites are subject to the strategic directions, branding, styling, structural, and development standards and guidelines established by the University Communications Committee. These pages and sites shall facilitate a cohesive branding and audience experience for the university web presence.

4.3.2 On university websites, organizational units may use the authorized logos, trademarks, and wordmarks of Utah Valley University as approved by University Marketing and Communications.

4.3.3 UVU web pages are not for personal use.



4.4 Copyright

4.4.1 Contents of all university web pages are subject to UVU copyright standards covered in the *Digital Millennium Copyright Act (DMCA)* and UVU Policy 135 *Use of Copyrighted Materials*.

4.4.2 If the University receives an infringement notice that substantially conforms to the requirements of the DMCA, the University's designated agent will make efforts to notify the website owner of the allegation of infringement and secure voluntary take-down of the work, or the designated agent will disable access to the work. Upon receipt of such notice or take-down, the website owner may file a counter-notification to the University that complies with the requirements of the DMCA. Consistent with the provisions of the DMCA, the University will not be liable to the owner of the page for any harm they might suffer because of the University's action in disabling access to a page so long as it does the following:

4.4.2.1 Takes reasonable steps to notify the website owner via confirming notice about the allegations that the University has received; and

4.4.2.2 Promptly sends a copy of any substantially confirming counter-notice to the complainer, indicating that the University will restore access to the allegedly infringing work in 10 business days; and

4.4.2.3 Restores access to the allegedly infringing work within 10 to 14 business days after the day the University receives counter-notice, unless it first receives a notice that the complaining party has filed an action seeking a court order to restrain the website owner from further copyright infringement.

4.4.3 University websites must include, in a prominent location, a link to the Utah Valley University web disclaimers and legal statements. The URL of the disclaimer is www.uvu.edu/legal/.

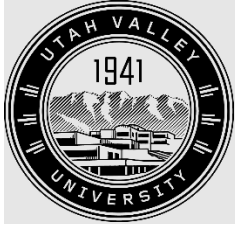
4.5 Personally Identifiable Information

4.5.1 Site visitors do not have to routinely provide personal information to visit university websites or download information. However, university sites may request personally identifiable information in order to provide requested services if

4.5.1.1 That information is necessary to the requested service; or

4.5.1.2 A privacy policy statement is provided that describes how the collected information will be used; or

4.5.1.3 The privacy policy, or a link to it, is prominently displayed on the web page requesting the information; or



4.5.1.4 The collection and use of the information complies with UVU Policy 445 *Institutional Data Management and Access*, UVU Policy 114 *Individual Conflicts of Interest and Commitment*, UVU Policy 542 *FERPA (Student Records Act)*, and the *Family Educational Rights and Privacy Act (FERPA)* and its implementing regulations; or

4.5.1.5 Transaction and storage security is provided for protected information. Such security shall be approved and is subject to review or audit by the University Information Security Office.

4.5.2 Email addresses obtained as a result of a request to a university website shall not be sold or given to private companies or other organizations for marketing purposes.

4.6 Commercial Use

4.6.1 University web pages may contain commercial speech only in accordance with Policy 172 *Advertising*.

4.7 E-commerce Services

4.7.1 E-commerce services provided by university websites must support the University's mission. Sites engaging in web-based e-commerce must

4.7.1.1 Be registered with and certified by the University Business Office for financial and operating practices prior to initiating e-commerce traffic; and

4.7.1.2 Register with the university web development and services department and declare their provision of e-commerce services in that registration; and

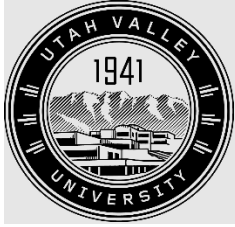
4.7.1.3 Be certified as a secure e-commerce site by the Information Security Office and approved by the Payment Card Oversight Committee prior to initiating e-commerce traffic. Recertification is required after any change in e-commerce infrastructure which may substantially affect transaction security;

4.7.1.4 Be subject periodically to audit by the University Internal Audit Department after e-commerce services have commenced; and

4.7.1.5 Be in compliance with Policy 457 PCI DSS Compliance where required.

4.8 Website Assignment

4.8.1 Website owners must submit requests for university websites to the Utah Valley University web development and services department. Website assignment information is available on the University Web Community resources page.



4.8.2 The University web development and services department or Strategic Web Action Team will provide owners of assigned university websites access to supplemental support services.

4.8.3 Only approved sites may provide e-commerce services and then only within the limitations and requirements specified in the e-commerce provision of this policy (see section 4.7).

4.9 Website Owner Roles and Responsibilities

4.9.1 Website owners are encouraged to monitor the accuracy and timeliness of information presented in university websites under their control.

4.9.2 The website owner's first-level supervisor is responsible for ensuring that the website owner complies with this policy.

4.9.3 The university web development and services department and the website owner's associated web development team is responsible for managing the university website and ensuring it supports the University's mission of engaged teaching, services, and scholarship.

4.9.4 The university web development and services department is responsible for maintaining a database of all registered UVU websites.

4.9.5 The Strategic Web Action Team, under the direction of the University Communication Committee, has a responsibility to formulate strategic plans for the development and management of university web solutions, to advise and support the university web development and services department, and to provide web design and construction resources for website owners such as image archives, templates, design guides, and support forums.

4.10 Design Standards

4.10.1 The University strives for a consistent "look and feel" for all public university web pages.

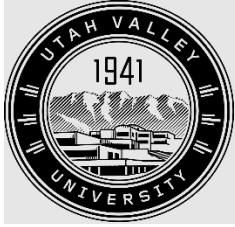
4.10.2 Organizational units have control of the appearance and content of their web pages within their area of the approved templates.

4.10.3 Units shall comply with university web standards and guidelines found at <https://www.uvu.edu/web/>.

4.10.4 All public and student facing sites shall comply with UVU Policy 452 *Electronic Information and Technology Accessibility*.

4.11 Academic Websites and Materials

4.11.1 Course and curriculum materials are housed in university-approved systems in accordance with governance and procurement policies and guidelines.



4.11.2 Portal websites and pages provide information, resources, and services to specific targeted audiences for their online experience. These sites and pages must follow the same governance model for design and coding standards and guidelines as the university pages and sites.

4.11.3 Faculty web pages and sites shall comply with the Faculty Web Pages and Sites Standards found at <https://www.uvu.edu/digitaltransformation/policy/faculty/index.html>.

4.11.4 Student web pages and sites shall comply with the Student Web Pages and Sites Standards found at <https://www.uvu.edu/web/standards/>.

4.11.5 University entities can request organizational sites, which shall meet the criteria established by the University Communications Committee. These sites will comply with standards and guidelines for organizational sites.

4.11.6 Personal sites may not be hosted on a web server owned or managed by any institutional resources and shall not imply or state that they represent or are affiliated with UVU in any way. The personal website owner is solely responsible for the content of personal websites. The views, opinions, and conclusions expressed on such pages are those of the website owner and not necessarily those of Utah Valley University. UVU is not responsible for any content or claims on personal sites.

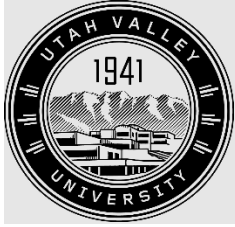
4.11.7 UVU websites are for UVU expression only. Personal expression or content is not permitted on UVU websites unless adopted by a UVU website owner on behalf of UVU in furtherance of UVU's educational mission and in accordance with this policy. UVU reserves the right to remove from any university web server any page that is found to be in violation of the law or university policies.

4.11.8 Utah Valley University has an established licensing program to control the use of the name, symbols, emblems, logos, and mascots associated with the University. Unauthorized use of any such representations may be trademark infringement in violation of state and federal laws. Faculty and staff may use the University's logos and name for non-commercial purposes on their personal web pages only to indicate their formal affiliation with the University. All uses on personal web pages shall comply with UVU Policy 428 *Graphic Standards, Signage, and Use of Institutional Logos and Seals*.

4.12 Registering University Domain Names

4.12.1 All internal and external domain names shall be registered by the web development and services department, following current guidelines and procedures.

4.12.2 External domain names (e.g., whatever.org, xyz.com, myschool.info) must receive pre-approval, as outlined below, before being used for UVU business.



4.12.2.1 In the event that a cogent case is made for an external domain name (e.g., for certain research projects that might have appropriate reasons to not identify their university affiliation, or for multi-institutional collaborations), final approval of a new external domain name must be obtained from IT Oversight, whose review may result in the need for further consultation with or approval by relevant university officers. Acquiring external domains without this approval is prohibited.

4.12.2.2 The academic or administrative unit that has obtained approval for an external domain name is responsible for any costs associated with establishing and maintaining the domain name, including initial and renewal registration fees and the costs of any external services needed to operate the domain name service.

4.13 Use of Domain Names

4.13.1 If an academic or administrative unit has a domain name, the university official responsible for the unit must ensure that the web content associated with that domain name does not misuse or misrepresent the University's brand name and logos. Copyrighted material and trademarks shall not be distributed or used without proper authorization from the copyright or trademark owner. University identity guidelines are documented at <https://www.uvu.edu/marketing/guidelines/>.

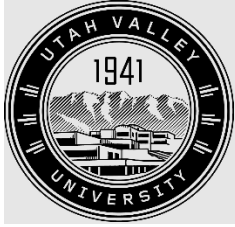
4.13.2 In consultation with President's Council, the Office of Information Technology will register approved and available university-related domains for which UVU is qualified (e.g., uvu.com, uvu.org, uvu.net, uvu.biz, uvu.info, uvu.museum).

4.13.3 University Marketing and Communications shall monitor non-UVU domain names that could falsely imply association with UVU or violate UVU's trademarks. If an individual or non-campus entity has registered such a domain name, University Relations will work with the Office of General Counsel to take appropriate action.

4.14 Registering and Assigning IP Addresses

4.14.1 IT shall maintain the IP block assigned to the University (domain namespace) and servers for the official UVU Domain Name Service. In order to maintain the integrity and reliability of the UVU domain namespace, no other name servers will be permitted to service the campus or the internet. It is acceptable for academic departments to establish limited-scope name servers for the purpose of related classroom instruction.

4.14.2 Departments may request assigned domain namespace or static IP addresses by following the procedures in this policy.



4.14.3 All domain namespace entries and static IP addresses shall be registered by following the procedures in this policy. Any other use of a domain namespace entry or static IP address may result in termination of that entry or disconnection of that system.

4.15 UVU as an Internet Service Provider

4.15.1 17 U.S.C. § 512, also known as Title II of the *Digital Millennium Copyright Act*, limits the liability of internet service providers (ISP) for certain infringements. Utah Valley University is an ISP for its own community of students, faculty, and staff and for some other nonprofit state agencies and organizations.

4.15.2 As an ISP, the University has designated an agent to receive notices from copyright owners alleging infringements. Contact information for this agent is available on the University Web Community resources page and the University Disclaimers and Legal Statements page.

4.15.3 The University will terminate the service of any user who repeatedly infringes the rights of copyright owners.

5.0 PROCEDURES

5.1 General Requirements for University and Portable Web Pages and Sites

5.1.1 All university and portal web pages and sites are subject to the strategic directions, branding, styling, structural, and development standards and guidelines established by the University Communications Committee.

5.1.2 University web pages shall include the following:

5.1.2.1 The approved layout, design, and branding, which complies with University Marketing and Communications branding and design standards; and

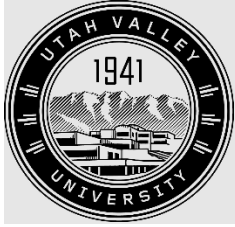
5.1.2.2 An official Utah Valley University header with the approved logo serving as a hypertext link to the Utah Valley University home page; and

5.1.2.3 An official Utah Valley University footer containing

1) The unit's contact information, including the telephone number, campus location, and email address for the website owner. Units without telephone service must provide the area code and telephone number for a parent unit or for the university operator (801.863.8000); and

2) A link to the Utah Valley University Web Disclaimers and Legal Statements page; and

3) Any other required university footer information.



5.2 Requests for Website Action

5.2.1 Requests for organizational sites, external or internal domain name registration, or a static IP address must be submitted to the web development and services department. The web development and services department may require the use of particular request forms.

5.2.2 Website owners shall submit requests for organizational sites to the web development and services department, which will assess the request to ensure it meets the criteria for university websites established by the Strategic Web Action Team. The web development and services department will set up these websites; website owners will maintain their sites in conformance to standards as set forth by the web development and services department.

5.2.3 Those requesting an external domain name must submit the request to the web development and services department. The web development and services department will search the name, obtain approval from University Marketing and Communications, register the name with a standard registrar, and provide needed technical support. The process is the same for requesting internal domain names.

Those requesting a static IP address must submit the request to the web development and services department, which will provide technical assistance and coordination.

POLICY HISTORY		
Date of Last Action	Action Taken	Authorizing Entity
May 9, 2023	New policy approved.	UVU Board of Trustees