

Rule 4-003B Digital Copyright Infringements, Protection and Remedies

I. Purpose and Scope

- A. The purpose of this rule is to outline the requirements for compliance with applicable copyright laws and regulations, specifically the Digital Millennium Copyright Act.
- B. The scope applies to Web Site Owners and consumers using University internet, networks and/or storage to serve or experience content (such as text, images, video, animations) from Institutional Web Sites, Non-institutional Web Sites, non-University web sites or streaming services.
- C. This rule focuses on copyright requirements set forth in the Digital Millennium Copyright Act. However, Institutional Web Sites and Non-institutional Web Sites are subject to all University of Utah copyright standards covered in the University's Copyright Policies: Policy 7-013 (Copying of Copyrighted Works), Policy 7-014 (Performance or Display of Copyrighted Works) and Policy 7-003 (Ownership).
- D. This rule supports section C, Copyright Protection, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule, as well as the following:

- A. "Digital Millennium Copyright Act (DMCA)", 17 U.S.C. § 512 is part a United States copyright law that implements two 1996 treaties of the World Intellectual Property Organization (WIPO). The DMCA protects digital rights management (DRM) by criminalizing copyright infringement. The law relies on providers of online services to take specific action on infringement notices, including "take down" of sites or prohibiting infringers from using University internet services. Title 17, Section 512 of the DMCA limits the liability of the University from infringers using University resources.

- B. "Internet Service Provider (ISP)" is an organization that provides services for accessing, using or participating in the internet. The University of Utah acts as an ISP by providing individuals and units access to the internet and other related services. Common services provided include access, transit (transmitting data beyond the University network), domain name registration, web site hosting, storage and mail boxes.
- C. "Designated Agent" is the term specified in the DMCA to receive notification of a claimed infringement. As an ISP, the University has identified a Designated Agent.

III. Rule

D. University Compliance with the DMCA

- 1. Title II of the Digital Millennium Copyright Act ("DMCA"), 17 U.S.C. § 512, limits the liability of Internet Service Providers ("ISP") for certain infringements. The University of Utah is an ISP for its own community of students, faculty and staff, and for some other nonprofit state agencies and organizations. As an ISP, the University cooperates with investigations for copyright infringement, including take-down procedures to comply with the law. Infringers are liable for any fines and/or punishment for non-compliance. The DMCA outlines specific rules and procedures for complying with the law in return for limiting the liability of the University of Utah.

E. Online Copyright Infringement and Remedies

- 1. Designated Agent. The University has designated an agent to receive notices from copyright owners alleging infringements. Contact information for this agent is available on the University Disclaimer page. The University's Designated Agent will receive and act on infringement notices. University IT also has a related operations group which fulfills requests from the Designated Agent.
- 2. Repeat Infringers. The University will terminate the service of any user who repeatedly infringes the rights of copyright owners.

3. If the University's Designated Agent receives an infringement notice that substantially conforms to the requirements of the DMCA, the University's Designated Agent will make efforts to notify the Web Site Owner or consumer of the copyrighted information about the allegation of infringement and secure voluntary take-down of the work or disable access to the work.
4. Upon receipt of such notice or take-down, the Web Site Owner or consumer of the copyrighted work 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 or consumer of the page for any harm he or she might suffer because of the University's action in disabling access to a page so long as the Designated Agent:
 - a. takes reasonable steps to notify the Web Site Owner or consumer about the allegations in a confirming notice that the University has received;
 - b. promptly sends a copy of any substantially confirming counter-notice to the complainer indicating that it will restore access in 10 business days; and
 - c. restores access to the allegedly infringing work within 10 to 14 business days after the day it receives counter-notice, unless it first receives a notice from the complaining party that he or she has filed an action seeking a court order to restrain the Web Site Owner from further copyright infringement.
5. Consumers using University networks to experience digital media (such as music, videos, etc.) are responsible to comply with copyright law and will be solely responsible for any fines or punishment for infractions. The University will cooperate with copyright owners in providing contact information for copyright owners to pursue compliance.

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

F. Rules

- TBD

G. Procedures

- DMCA Take Down procedure

H. Guidelines

- TBD

I. Forms

- TBD

J. Other Related Resources

- TBD

V. References

- A. Policy [7-002](#), Patents and Inventions
- B. Policy [7-003 Ownership of Copyrightable Works and Related Works](#)
- C. Policy [7-013](#) Copyright Policy: Copying of Copyrighted Works
- D. Policy [7-014](#) Copyright Policy: Performance or Display of Copyrighted Works
- E. Digital Millennium Copyright Act ([H.R. 2881](#))
- F. DMCA U.S. Copyright Office [summary](#)
- G. DMCA Title II of the Digital Millennium Copyright Act, [17 U.S.C. § 512](#)

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

"The Policy Officer will identify an 'Owner' for each Policy. The Policy Owner is an expert on the Policy topic who may respond to questions about, and provide interpretation of the Policy; and will typically be someone reporting to an executive level position (as defined above), but may be any other person to

whom the President or a Vice President has delegated such authority for a specified area of University operations. The Owner has primary responsibility for maintaining the relevant portions of the Regulations Library... [and] bears the responsibility for determining -requirements of particular Policies... ." University Rule 1-001-III-B & E

III. History

Current version: Revision 1, effective date: {date}

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Background information for this version

Rule 4-003C University Webmaster Responsibilities and Authority

I. Purpose and Scope

- A. The purpose of this rule is to outline the authority and responsibilities of the University Webmaster and governance of the University Web Site.
- B. This rule applies to the University Webmaster and Web Site Resources team, Enterprise Web Advisory Council, University Web Site, registry of University of Utah Web sites, and Web design and construction resources provided by the University Webmaster for University Web Site owners and Webmasters.
- C. This rule supports all sections of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule.

III. Rule

The University Webmaster has the following responsibilities:

- A. The University Webmaster shall maintain the registry of Institutional Web Sites and Web Site owners, including point-of-contact and other site-related information.
- B. The University Webmaster and Web Site Resources team shall provide Web site design and web site development resources for Webmasters such as image archives, templates, design guides, human factor analysis, programming, content management system administration, tools, integrations and support forums.
- C. The University Webmaster shall monitor, archive and respond to all telephone and email communications sent to the attention of the University Webmaster as follows.
 - 1. All communications received will be evaluated and responded to in a timely manner.
 - 2. Issues not directly under the control of the University Webmaster will be forwarded to the appropriate individual(s) for resolution.
 - 3. All incoming email messages will be saved and archived for a period of at least one year.
 - 4. All incoming phone calls will be documented, and documentation will be stored for a period of at least one year.

- D. The University Webmaster shall ensure that registered Web Sites are properly indexed in the University Search Engine.

IV. Rules, Procedures, Guidelines, Forms and Other Related Resources

A. Rules

- Rule 4-003D Web Site Registration
- Rule 4-003E Domain Name Registration

B. Procedures

- TBD

C. Guidelines

- TBD

D. Forms

- TBD

E. Other Related Resources

- [University Webmaster Resources](#)

V. References

- A. University Web Site: <https://www.utah.edu>

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

"The Policy Officer will identify an 'Owner' for each Policy. The Policy Owner is an expert on the Policy topic who may respond to questions about, and provide interpretation of the Policy; and will typically be someone reporting to an executive level position (as defined above), but may be any other person to whom the President or a Vice President has delegated such authority for a specified area of University operations. The Owner has primary responsibility for maintaining the relevant portions of the Regulations Library... .[and] bears the responsibility for determining -requirements of particular Policies... ."

University Rule 1-001-III-B & E

VII. History

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Background information for this version

Rule 4-003D Web Site Registration

I. Purpose and Scope

- A. The purpose of this rule is to outline website registration requirements and procedures for Institutional and Non-institutional Web Sites.
- B. Compliance with these Rules and Procedures is required for all members of the University of Utah community, and governs all World Wide Web (the Web) information and communication systems utilizing University information resources, regardless of ownership, whether individually controlled or shared.
- C. This rule supports section D, Web Site Registration, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule, as well as the following:

- A. “Web Content Author” is any person who has been granted access and given responsibility for authoring and/or editing the content of a Web Site or Web Page.

III. Rule

Institutional Web Sites must be registered with the University Webmaster. Non-Institutional Web Sites may also be registered in order to gain access to supplemental support services provided by the University Webmaster and/or the Enterprise Web Advisory Council.

- A. Website registration instructions and links are available via the University Webmaster’s U Web Resources page and the University Information Technology Service Catalog.
- B. University Information Technology will maintain a registry of information collected as part of the Web Site registration process, including the following:
 - 1. Web Site root URL.
 - 2. Web Site owner name, department, and contact information.

3. Designated Webmaster name(s) and contact information.
 4. Designated Web Content Author name(s) and contact information.
 5. Domain administrator or point of contact. This includes administrators of third-level utah.edu domains as well as external registrars of non utah.edu domains (e.g. .org, .com, .net) used for institutional Web sites.
 6. Technology employed and contact information for Web CMS service provider(s), if applicable.
 7. If Web site conducts Web e-commerce transactions, including the date and status of the most recent security audit.
 8. Verification that the Web Site is compliant with all applicable 4-003 policy requirements.
- C. The University Webmaster is responsible for ensuring that registered Web Sites are properly indexed in the University Search Engine.

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

- A. To access the University Information Technology Service Catalog, go to:
<https://it.utah.edu/>
- B. For details about Web site accessibility requirements, see: Rule 4-003A
- C. For details about Web site copyright requirements, see: Rule 4-003B
- D. For details about University Webmaster responsibilities, see: Rule 4-003C
- E. For details about domain name policies and guidelines, see: Rule 4-003D
- F. For details about Web site privacy requirements, see: Rule 4-003F
- G. For details about Web site design standards, see: Rule 4-003G
- H. For details about Web site commercial speech guidelines, see: Rule 4-00HI
- I. For details about web-based e-commerce, see: Rule 4-003I

V. References

- A. Policy 3-070 Payment Card Acceptance
- B. Policy 4-001 Institutional Data Management Policy
- C. Policy 4-002 Information Resources Policy
- D. Policy 4-004 Information Security Policy

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

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Background information for this version

Rule 4-003E Domain Name Requests

I. Purpose and Scope

- A. The purpose of this rule is to outline the process for authorizing and granting third level and Fourth-level Domain Names. The rule ensures that public Domain Names protect the University brand, mission and reputation; optimize search engine rankings; provide consistency to web visitors; enable individual units to have a global and local identity and to comply with trademark agreements.
- B. The scope includes all third and Fourth-level Domain Names in the public utah.edu domain space, including administrative, research, centers, institutes, health sciences, patient care and academic units, which must be registered with University Information Technology which provides Domain Name services. Fourth-level and higher Domain Names are considered extensions of Third-level Domain Names governed by this rule.
- C. This rule supports section E, Domain Name Management, of the University of Utah World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule, including the following:

- A. “Domain Name Registrar” is an organization that manages the reservation of internet Domain Names. The University of Utah is the registrar for the utah.edu Domain Name.
- B. “Fifth-level Domain Name” is a Domain Name consisting of five labels, such as m.lib.med.utah.edu.
- C. “Fourth-level Domain Name” is a Domain Name consisting of four labels, such as lib.med.utah.edu or www.business.utah.edu. The www is counted as a domain level.
- D. “Redirect (URL Redirection, Domain Redirection)” is a technique for using a web page address that subsequently directs the web browser to deliver content from

a different address. Redirection takes place on an HTML page-by-page basis, via server-side scripting, or on-demand from redirection services.

- E. “Second-level (root) Domain Name” is a Domain Name consisting of two labels, such as utah.edu.
- F. “Subdomain” is a Domain Name that falls under a parent Domain Name in the DNS hierarchy; for example, law.utah.edu is a subdomain of utah.edu.
- G. “Sub-directory” is a directory or folder that is served under the Domain Name; such as utah.edu/students or it.utah.edu/leadership/committee.html.
- H. “Third-level Domain Name” is a Domain Name consisting of three labels, such as umail.utah.edu or business.utah.edu.
- I. “Top-level Domain” is the highest level of Domain Names on the internet, such as com, net and org.
- J. “Uniform Resource Locator (URL)” specifies the location of a particular web resource and is referred to as a web address.

III. Rule

- A. Organizational Units may request a Third-level Domain Name (e.g., it.utah.edu, honors.utah.edu, continue.utah.edu) from University Information Technology (UIT).
- B. Organizational Units may request a public-facing Fourth-level Domain Name (e.g., nutrition.health.utah.edu or marketing.business.utah.edu) from University Information Technology (UIT).
- C. Domain Name requests will be evaluated against guidelines for appropriateness; if approved, UIT will set up the Domain Name service.
- D. Public-facing Third-level Domain Names and Fourth-level Domain Names should enhance the web presence of the University of Utah. Domain Names should also:
 - 1. Minimize ambiguity
 - 2. Protect the brand and name of the University of Utah
 - 3. Avoid insensitive, offensive or misleading names
 - 4. Avoid acronyms (exceptions may be made for highly recognizable institutional acronyms)

5. Avoid clever names
 6. Avoid abbreviated names (full-word Domain Names improve search engine results)
- E. The use of Ute, Utes, or Swoop is reserved for Athletics only and must comply with legal agreements such as those signed with the Ute Tribe.
- F. Individual names (such as John) are not allowed as a Third-level Domain. Organizational Units may decide the structure for faculty pages, staff directories, lab pages, etc.
- G. Organizational Unit Domain Names. UIT will grant Third-level Domain Names and public-facing Fourth-level Domain Names that meet the guidelines for appropriateness based on the type of Organizational Unit. Domain Name assignments for organizational units will use the following criteria:
1. Colleges/Departments – Colleges and schools are granted Third-level Domain Names upon request. Departments and programs may be granted Third-level Domain Names if prior permission and approval is obtained from the cognizant dean. Alternately, departments and programs may be hosted at a sub-directory level of the college or school domain (e.g. health.utah.edu/nutrition), or may be hosted on a Fourth-level Domain Name (e.g. nutrition.health.utah.edu).
 2. Business Units/departments – Business units are granted Third-level Domain Names upon request. Business departments and programs are typically hosted at a sub-directory level (e.g. hr.utah.edu/wellu), but may be granted Third-level Domain Names if prior permission and approval is obtained from the cognitive vice president. Business departments and programs may also be hosted on a Fourth-level Domain Name (e.g. wellu.hr.utah.edu).
 3. Centers and Institutes – Centers and Institutes may be granted a Third-level Domain Name if approved by the cognizant vice president.
 4. Interdisciplinary Programs – Interdisciplinary programs which may not be administered by a single college, school, or business unit may be granted a Third-level Domain Name if approved by the cognizant vice president.

5. Central University Functions – Central University functions that are used by multiple audiences at the University such as Kronos, CIS, Umail or central enrollment functions such as admissions or tuition may be granted Third-level Domain Names.
- H. Non-organizational unit Domain Name requests. Certain non-organizational Domain Names may be requested using the policy exception process below.
 1. Special campaigns or events - Requests for Third-level Domain Names for special campaigns or events may be requested through the policy exception process.
 2. Multiple Domain Names - In rare cases, multiple Domain Names may be granted which resolve to the same Web Site (e.g. financialaid.utah.edu and scholarships.utah.edu). In such cases, requests should follow the policy exception process.
 3. Home page functions - All main utah.edu home page functions should be served from a subdirectory of utah.edu (e.g. utah.edu/events or utah.edu/news). Third-level Domain Names may be requested through the exception policy, such as search.utah.edu.
- I. All approved domain requests will be granted versions both with and without www (e.g. <http://www.utah.edu> and <http://utah.edu>).
- J. Grace Period - Existing Domain Names as of December 2018 will be maintained for a period of two years; by December 2020, all Domain Names must be registered and meet the requirements of this policy or the Domain Name will be deactivated.
- K. Any new Domain Name that is granted but not actively used within a one-year period will be deactivated.
- L. The Chief Information Officer will be responsible for purchasing the utah.edu domain and related Domain Names to protect the brand (e.g. as new top-level domains become available; .tv, .biz, etc.).
- M. Policy exceptions and appeals – If an administrative, research, health sciences, patient care or academic unit wishes to request a Domain Name outside of the policy, an exception may be granted. Requests for exception must be signed by

the appropriate dean or cognizant authority and presented to the Office of the CIO. An exceptions/appeals committee consisting of the University's Deputy CIO and Chief Information Officer, Chief Marketing & Communications Officer and the Chief Marketing Officer of University of Utah Health, or their designees, will approve or deny the request and notify the requester within 10 working days of the request. All decisions of the committee are final.

IV. Rules, Procedures, Guidelines, Forms and Other Related Resources

A. Rules

- TBD

B. Procedures

- Domain Name request
- Domain policy exception requests TBD
- Domain policy decision appeals TBD

C. Guidelines

- TBD

D. Forms

- TBD

E. Other Related Resources

- [University Branding & Identity](#)
- [University Trademarks & Licensing](#)

V. References

A. TBD

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

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University Rule 1-001-III-B & E

VII. History

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Background information for this version

Rule 4-003F Privacy Statement

I. Purpose and Scope

- A. The University is committed to protecting the privacy of individuals visiting Institutional Web Sites and Pages. This rule applies where Institutional Web Sites seek to obtain personal information and require a reference to the University Privacy Statement.
- B. This Rule supports section F, Privacy, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule, as well as the following:

- A. “Data Classification” is a classification of data as restricted, sensitive and/or public data. Data the University owns or has custody of, wherever it may be stored, is assigned a Data Classification.
- B. “Restricted Data” includes, but is not limited to, personally identifiable information (PII), protected health information (PHI), Payment Card Industry (PCI), financial information, donor information. Protection of Restricted Data is required by federal or state law or regulation, contractual obligation, University Policy and may be subject to data breach notification requirements. Access is restricted.
- C. “EU General Data Protection Regulation (GDPR)” is legislation enacted by EU Parliament to protect information about a person that can be used to directly or indirectly identify the person, such as a name, a photo, an email address, bank details, posts on social networking web sites, medical information, or a computer IP address. The GDPR assesses significant fines for non-compliance, breaches, lack of documentation, etc. See www.edugdpr.org. The University’s GDPR privacy notice may be found at: <https://www.utah.edu/privacy/gdpr.php>.

III. Rule

- A. If a Web Site Owner or Publisher seeks to collect personal information from visitors to its Institutional Web Site, that Organizational Unit must receive

permission from the University Information Security Office. This University Information Security Office may only grant a request to collect personal information if the request satisfies all of the following criteria:

1. The personal information sought must be necessary to perform a legitimate business or educational purpose.
 2. The Institutional Web Page requesting the personal information contains a privacy statement, or link to a privacy statement, prominently displayed on the Web page. The University's general privacy statement may be found at this link: www.utah.edu/privacy
 3. The required privacy statement must be approved by the University Information Security Office and must describe how the collected information will be used (sample privacy policy statements are available from the University Webmaster Resources site).
 4. The collection and use of the information must comply with the University Institutional Data Management Policy (Policy 4-001), Information Resources Policy (Policy 4-002), Information Security Policy (Policy 4-004), the Student Records provisions of the Student Code of Rights and Responsibilities (Policy 6-400), and any applicable law or regulation, which may include the Family Educational Rights and Privacy Act (FERPA), the Health Insurance Portability and Accountability Act (HIPPA), the Children's Online Privacy Protection Act (COPPA), and the EU General Data Protection Regulation (GDPR).
- B. A Web Site Owner or Publisher collecting personal information shall provide transaction and storage security for the information obtained. Such methods of security are subject to review or audit by the University Information Security Office.
- C. An Web Site Owner or Publisher collecting personal information shall not sell or otherwise provide any personal information obtained to private companies or other organizations.

IV. Rules, Procedures, Guidelines, Forms and Other Related Resources

A. Rules

- TBD
- B. Procedures
 - TBD
- C. Guidelines
 - TBD
- D. Forms
 - TBD
- E. Other Related Resources
 - TBD

V. References

- A. [Policy 4-001](#), University Institutional Data Management Policy
- B. [Policy 4-002](#), Information Resources Policy
- C. [Policy 4-004](#), University of Utah Information Security Policy
- D. [Policy 6-400](#), Code of Student Rights and Responsibilities. See student records provisions.
- E. [Policy 6-316](#), Code of Faculty Rights and Responsibilities
- F. [Family Educational Rights and Privacy Act of 1974](#) (“FERPA”, 20 U.S.C. § 1232g)
- G. EU General Data Protection Regulation (GDPR). See [GDPR Portal](#).
- H. [45 C.F.R. 164](#): Health Insurance Portability and Accountability Act (HIPAA): Security and Privacy

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

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VII. History

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Background information for this version

Rule 4-003G Web Site and Web Page Design Requirements

I. Purpose and Scope

- A. The purpose of the design requirements rule is to define and describe the minimum requirements and standards for Web sites and pages covered by University of Utah Web Policy 4-003.
- B. Rule 4-003G applies to all Institutional and Non-Institutional sites and pages as defined in Policy 4-003.
- C. This rule supports section G, Design Standards, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: University of Utah World Wide Web Policy, apply for purposes of this Rule.

III. Rule

- A. Institutional Web Sites must include the following basic elements:
 - 1. A page header with the following characteristics:
 - a. Consistent with the University color palette;
 - b. Including a University Marketing and Communications approved University of Utah logo located in the upper left corner which links to the University Web site <https://www.utah.edu>
 - 2. A page footer that includes the following elements:
 - a. A link to the University of Utah web disclaimer:
<https://www.utah.edu/disclaimer>
 - b. A link to the University of Utah privacy statement:
<https://www.utah.edu/privacy>
 - c. A link to the University of Utah Nondiscrimination statement:
<https://www.utah.edu/nondiscrimination>
 - d. Contact information, including:
 - i. A phone number with area code

- ii. A physical or mailing address
 - iii. An email address for the site owner or Webmaster so that responses to those pages can be directed to the appropriate individual(s).
- B. Non-Institutional Web Sites must include the following basic elements:
 - 1. A link to the University of Utah Web Disclaimer
<https://www.utah.edu/disclaimer>.
 - 2. An email address for the Web Site Owner or Webmaster so that responses to those pages can be directed to the appropriate individual(s).
- C. Contact email addresses. Graphic image representations of email addresses may be used in place of plain text links provided they comply with Web Content Accessibility Guidelines. Contact or feedback forms may be used in place of email address links, provided that they comply with Web Content Accessibility Guidelines and do not require any user inputs other than the sender's email address. See Rule 4-003A Implementing Web Site Accessibility.
- D. Form inputs. Web Pages containing any form inputs, including search engine query boxes, should use Transport Layer Security (TLS) protocols (<https://>).
- E. Campus resource link text.
 - 1. Links to the main University A to Z index should spell out: Campus A to Z.
 - 2. Links to the campus directory should spell out: Campus Directory.
 - 3. Links to the campus map should spell out: Campus Map.
- F. Use of the University Name, Seal, or Trademarks. The University of Utah 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.
 - 1. Faculty and staff are authorized to use the University's logos and name for non-commercial purposes on their Non-institutional Web Sites to indicate their formal affiliation with the University.
 - 2. All other uses on Non-institutional Web Sites of the symbols, emblems, logos and mascots associated with the University are authorized only with the approval of the University Licensing Manager.

3. Any commercial use of the names, symbols, emblems, logos and mascots associated with the University is prohibited unless an appropriate license is obtained from the University or its authorized agent.

G. University Branding. University Marketing & Communications oversees the brand identity of the University, and maintains the established standards and guidelines regarding messaging, branding, color palettes, typography, and visual style.

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

A. Rules

- Rule 4-003A Implementing Web Site Accessibility
- Rule 4-003D Web Site Registration
- Rule 4-003F Privacy Statements

B. Procedures

- TBD

C. Guidelines

- [Trademarks & Licensing](#)
- [University Branding Guidelines](#)
- [WCAG 2.0 Level AA Accessibility Guidelines](#)

D. Forms

- TBD

E. Other Related Resources

- [Webmaster Resources](#)

V. References

A.

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

"The Policy Officer will identify an 'Owner' for each Policy. The Policy Owner is an expert on the Policy topic who may respond to questions about, and provide interpretation of the Policy; and will typically be someone reporting to an executive level position (as defined above), but may be any other person to whom the President or a Vice President has delegated such authority for a specified area of University operations. The Owner has primary responsibility for maintaining the relevant portions of the Regulations Library... [and] bears the responsibility for determining -requirements of particular Policies... ." University Rule 1-001-III-B & E

VII. History

Current version: Revision 1, effective date: {date}

Approved by Academic Senate: {date}

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Background information for this version

Rule 4-003H Commercial Use on Web Sites and Pages

I. Purpose and Scope

- A. The purpose of this rule is to outline limits and restrictions placed on commercial speech on both Institutional and Non-institutional Web Sites. The rule ensures that no unauthorized endorsements of commercial products or services are stated or implied, whether accidental or intentional.
- B. This rule supports section H, Commercial Use, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy and Policy 3-150: Auxiliary Enterprises Operation apply for purposes of this Rule, as well as the following:

- A. For purposes of this Rule, "Commercial Speech" does not include the following:
 - 1. Statements recognizing Donor support. If donor recognition includes additional information about the donor's products, services, facilities, or includes a hyperlink to the donor's Web page, that additional information may constitute Commercial Speech and be subject to this policy. Web Site Owners should contact the University Webmaster if clarification is needed regarding a particular link or page's status with regard to Commercial Speech.
 - 2. Links to products that are necessary in order to access/use content on a Web Page (e.g., a link to the PDF reader software download page does not constitute commercial speech).
 - 3. Links from a University Web page to commercial sites if the sole purpose of the links is pedagogical (e.g., if an academic department's Web page contains links to commercial sites, the links do not constitute commercial speech when the links' purpose is to provide students with good and bad Web design examples).

III. Rule

- A. Non-institutional Web Sites may not be used for commercial purposes or contain Commercial Speech.
 - 1. The Web Site Owner is solely responsible for the content of a Non-institutional Web Site. The views, opinions and conclusions expressed on such pages are those of the Web Site Owner and not necessarily those of the University of Utah; however, as specified in the University Information Resources Policy (Policy 4-002), the University 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.
 - 2. University of Utah resources may not be used to create Web Sites or Web Pages primarily for personal business or personal commercial gain.
- B. Auxiliary Enterprises (identified in Policy 3-150) and Web publications governed by the Publications Council or Student Broadcast Council (Policy 6-401) are authorized to use web properties for commercial use, transactions and speech related to the Organizational Unit's service mission, but must comply with related policies, rules and guidelines for appropriateness, security and privacy.
- C. Institutional Web Sites not associated with Organizational Units designated as an Auxiliary Enterprises are permitted to contain Commercial Speech only if:
 - 1. the Web Site Owner or Publisher is authorized by Enterprise Web Advisory Council (EWAC) to have Commercial Speech on its Institutional Web Site, and
- D. the Commercial Speech directly relates to the educational or service mission of the Web Site Owner, the Publisher or the Organizational Unit. Prior to entering any contract to post Commercial Speech or a hyperlink to Commercial Speech on an Institutional Web page, an Organizational Unit must ensure the contract for such advertising:

- a. receives approval from the President, the President's designee, or the University Publications Council; and
- b. is reviewed by the University Office of General Counsel and the University Accounting Contract and Grant Analyst for legal and financial issues; and
- c. is non-exclusive and is limited to no more than a one (1) year commitment, absent approval by the President or the President's designee.

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

A. TBD

V. References

Policy 3-150: Auxiliary Enterprises Operation

Policy 4-002 University Information Resources Policy

Policy 6-401 Publications Council or Student Broadcast Council

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

"A 'Policy Officer' will be assigned by the President for each University Policy, and will typically be someone at the executive level of the University (i.e., the President and his/her Cabinet Officers). The assigned Policy Officer is authorized to allow exceptions to the Policy in appropriate cases.... "

"The Policy Officer will identify an 'Owner' for each Policy. The Policy Owner is an expert on the Policy topic who may respond to questions about, and provide interpretation of the Policy; and will typically be someone reporting to an executive level position (as defined above), but may be any other person to whom the President or a Vice President has delegated such authority for a specified area of University operations. The Owner has primary responsibility for maintaining the relevant portions of the Regulations Library... [and] bears the responsibility for determining -requirements of particular Policies... ." University Rule 1-001-III-B & E

VII. History

Current version: Revision 1, effective date: {date}

Approved by Academic Senate: {date}

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Background information for this version

Rule 4-003I Web-based Electronic Commerce (Web E-Commerce)

I. Purpose and Scope

- A. The purpose of this rule is to outline requirements for implementing or conducting electronic commerce transactions or services on University Web sites. The rule ensures that Web Sites and Web Pages conduct e-commerce in full compliance with applicable laws and regulations.
- B. This rule supports section I, Electronic Commerce, of the World Wide Web Policy 4-003.

II. Definitions

The definitions provided in Policy 4-003: World Wide Web Resources Policy apply for purposes of this Rule

III. Rule

- A. Electronic Commerce. Web e-commerce services provided by Institutional Web Sites must be in support of the University's mission. Web Sites conducting Web e-commerce must comply with all of the following:
 - 1. Be registered with the University Webmaster disclosing their provision of Web e-commerce services in that registration
 - 2. Provide data security for Web e-commerce transactions:
 - a. in the server-to-client connection
 - b. in the processing, storage and use of transaction information
 - 3. Be certified as a secure Web e-commerce site by the University Information Security Office prior to initiating e-commerce traffic. Recertification is required after any change in e-commerce infrastructure which may substantially affect Web e-commerce transaction security
 - 4. Be certified as having passed an audit for financial and operating practices by the University Internal Audit Department (Policy and Procedures 3-019) prior to initiating Web e-commerce traffic

5. Be subject periodically to audit by the University Internal Audit Department after Web e-commerce services have commenced and
6. Be in full compliance with the rules and provisions of Policy 3-070: Payment Card Acceptance.

IV. Rules, Procedures, Guidelines, Forms and other Related Resources

- A. Rules
 - Rule 4-003D Web Site Registration
- B. Procedures
 - TBD
- C. Guidelines
 - TBD
- D. Forms
 - TBD
- E. Other Related Resources
 - TBD

V. References

- A. [Policy 3-051](#), Banking Policy
- B. [Policy 3-070](#), Payment Card Acceptance
- C. [Policy 4-002](#), Information Resources Policy
- D. [Policy 4-004](#), University Information Technology Resource Security Policy
- E. PCI Security Standards Council, <https://www.pcisecuritystandards.org/>

VI. Contacts

The designated contact officials for this Policy are:

- A. Policy Owner (primary contact person for questions and advice): Deputy Chief Information Officer, 801-581-3100
- B. Policy Officer: Chief Information Officer, 801-581-3100

These officials are designated by the University President or delegee, with assistance of the Institutional Policy Committee, to have the following roles and authority, as provided in University Rule 1-001:

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VII. History

Current version: Revision 1, effective date: {date}

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Approved by Board of Trustees: {date}

Background information for this version

I. OVERVIEW

- A. The University of Utah is committed to the principle of universal access to official information and encourages Content and Web Page design for accessibility to audiences using alternate communication channels (e.g., assistive technologies including text-to-speech or text-to-Braille browsers).
- B. The purpose of this guideline is to provide standards and other guidance for the implementation of University Policy 4-003: The University of Utah World Wide Web Resources Policy – Section III.A: Accessibility.

II. GUIDELINES

- A. All University of Utah Web sites and pages should conform to the Web Content Accessibility Guidelines (WCAG) developed through the World Wide Web Consortium Web Accessibility Initiative. These guidelines are adopted to help ensure that people with visual, hearing, motor and cognitive disabilities can navigate web sites and pages as well as consume the content presented to them- with assistive devices or with accommodations that the University will provide upon request.
- B. University Web sites and pages should meet or exceed the success criteria level AA of the WCAG 2.0 Standard.
- C. Resources for designing and validating accessible Web pages are available through links on the University Web Resources web site. Helpful information for automated inspection (tools) and manual inspection are available. WC3 also provides a number of publications to guide web site developers, such as:
 - a. How to Meet WCAG 2.0 [Quick Reference](#)
 - b. Understanding WCAG 2.0
 - c. Techniques for WCAG 2.0
 - d. The WCAG 2.0 Documents
- D. The University will provide software and support for distributing course content through Canvas. Web sites and course content available through Canvas will meet the baseline accessibility requirements. The Teaching Learning Technologies support team will provide other services for Canvas users such as close captioning, making PDFs accessible, etc. Accessible navigation within the course site is provided within Canvas templates.

III. REFERENCES

- A. Web Content Accessibility Guidelines (WCAG) Overview:
<https://www.w3.org/WAI/standards-guidelines/wcag/>
- B. WebAIM: <https://webaim.org/>
- C. [Policy 5-117](#): ADA Policy, Reasonable Accommodation and Access
- D. [University Nondiscrimination & Accessibility Statement](#)