

## 4-003 Definitions

- A. “Commercial Speech” (as defined in Policy 1-007) means “all spoken, written and symbolic speech intended in whole or in part for the personal profit of the person, organization or institution engaged in the speech.” For the purposes of this document, Commercial Speech includes advertisement or promotion of any third party’s products or services (even if such third party is a donor to the University), but does not include references to a donor solely in connection with the donor’s gift to the University.
- B. “Domain Name” is a unique name registered in the internet’s hierarchical domain name system (DNS), such as utah.edu. A third-level domain name consists of three labels, such as umail.utah.edu or business.utah.edu.
- C. “Institutional Web Site” is any Web Site or Web Page published by any person or Organizational Unit that presents or represents the University’s official academic, research and/or administrative programs, centers, institutes, plans, and/or policies; Web Sites or Web Pages include Web Sites created by individual faculty members to present or support the teaching, research or professional activities of that individual; and Web Sites or Web pages created by a Recognized Student Organization classified as Sponsored (as per Rule 6-401A.). Such Web Sites or Web Pages are sponsored or sanctioned by the appropriate Organizational Unit. The physical location or ownership of the Web server(s) from which such pages are served does not alter their status as an Institutional Web Site.
- D. “Non-Institutional Web Site” is any Web Site or Web Page hosted on a Web server owned or contracted by the University but outside the defined scope of Institutional Web Site. Such Non-Institutional Web Sites include but are not limited to personal Web Pages of University faculty, staff, and students; Web Sites or Web Pages of Recognized Student Organizations classified as Affiliated or Registered (as per Rule 6-401A); Web Sites of non-University organizations hosted by the University as a courtesy or service.
- E. “Official University Portal” or “Portal” is a Web Page or Web Site that serves as an authenticated and personalized or customized gateway to Institutional Web Sites or to a combination of Institutional Web Sites and Non-Institutional sites.
- F. “Organizational Unit” is a University Unit organized to provide University products and services. An Organization Unit is defined broadly to include administrative organizations and departments, academic schools, colleges and departments, offices, centers, institutes, auxiliary organizations, hospitals and clinics, Sponsored Student Organizations, etc.
- G. “Publisher” is any person or Organizational Unit responsible for posting or publishing a given electronic resource and which exercises editorial control over the finished form of the resource and its content.
- H. “Recognized Student Organization Classification” is specified in Rule 6-401A as part of the student code. A Student Organization may apply for recognition and be classified as one of three categories (Sponsored, Affiliated, Registered) based on the level of support and supervision provided by the University. Only Sponsored student organizations are Organizational Units of the University.
- I. “Search Engine” is a software system designed to search for and retrieve information from a Web site, collection of Web sites, or the World Wide Web.

- J. “Social Media” or “Social Networking Service” is a type of Web Site used to build social networks or social relationships among people who share similar interests, activities, backgrounds, or real-life connections.
- K. “University Webmaster and Web Site Resources Team” is an individual or group who serves as the primary provider or publisher of the University’s main site, [utah.edu](https://www.utah.edu). The University Webmaster and Web Site Resources Team administers the site and is responsible for content and design of the site. They coordinate selection and manage various tools for administration of Web Sites and provide consultation on technical issues such as accessibility, programming, human factors, and integrations. The University Webmaster also procures, maintains and enhances enterprise templates and tools available to University Web Site owners.
- L. “The University Web Site” or home page is the primary web page and collection of secondary web pages hosted on the <https://www.utah.edu> domain.
- M. “Web Application” is a computer program that utilizes a Web browser or other Web technology to perform tasks over the Internet.
- N. “Web-based Electronic Commerce (Web e-commerce)” is the provision of Web Pages for transactions (exchanging money or secure information) for the ordering and payment of University goods and services. Such transactions include those between Organizational Units of the University and businesses or other organizations, or between Organizational Units of the University and individuals
- O. “Web Content” is the text and media that a visitor encounters as they visit a Web Site or Web Page. Web Content typically includes text, images, graphics, photos, sounds, video and animations.
- P. “Web Content Management System (CMS)” is any software system, application, or service designed to deliver or publish Web Sites and pages.
- Q. “Web CMS Service Provider” is any Organizational Unit, or external company or consultant, which provides and maintains a Web site publishing system and/or service used by an Organizational Unit.
- R. “Web Home Page” is any Web Page that serves as the primary Portal, table of contents, root URL, or designated entry point for a Web Site.
- S. “Web Page” is a collection of information, consisting of one or more Web resources intended to be rendered simultaneously, displayed in a Web browser or Web appliance.
- T. “Web Site” is a collection of related Web Pages, residing at the same network location, which can be accessed by following one or more hyperlink references.
- U. “Web Site Owner” is any person or Organizational Unit serving as the primary provider or publisher of a Web Site. The Web Site Owner of any University Organizational Unit’s Institutional Web Site is the Administrative head of that Organizational Unit unless otherwise indicated during Web Site registration.
- V. “Webmaster” is any individual or group serving as the primary administrator of a Web Site. A Webmaster is responsible for the creation and maintenance of a Web Site, regardless of whether the Webmaster is responsible for content authoring and editing.