Introduction

This policy provides guidance on web publishing at CU-Denver. It applies to all faculty, staff, students, and administrators, all users of CU-Denver web servers and all contracts with external vendors to host or develop web sites for CU Denver. CU-Denver reserves the right to change this policy at any time.

CU-Denver is accountable to the taxpayers of Colorado for proper use of its Web pages. Web page content presents an image of CU-Denver to the world. Therefore, official CU-Denver pages must undergo the same scrutiny and careful preparation given to any other form of official University publication.

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1. **Web publishing must be done on CU-Denver approved web servers.** CINS will maintain a list of those servers. Any web page utilizing the CU-Denver servers are subject to CU-Denver web policies.

2. **Web publishing should be used exclusively for CU-Denver business.**

   CU-Denver’s web publishing resources shall be used in a manner consistent with the instructional, research, creative activity, outreach and administrative objectives of the CU-Denver community in general and with the purpose for which such use was intended. All activities inconsistent with these objectives are considered to be inappropriate and may jeopardize continued use of CU-Denver’s web publishing resources.

   To be authorized to use CU-Denver’s web publishing resources, people must agree to the following:

   2.1 CU-Denver web resources must be used for University purposes and be consistent with the goals and objectives of CU-Denver. Using CU-Denver web resources, for example, in consulting for a business, running a business, or using an employee’s time to achieve a business’ objective is a misuse of State resources.

   2.2 These web resources shall not be used for any illegal activity or any activity prohibited by University/CU-Denver policy, rule or regulation.

   2.3 Web publishing which interferes with the conduct of CU-Denver business is prohibited.

   2.4 These web resources shall not be used to recognize corporate support, or include advertising, fundraising or e-commerce without the prior approval of the Chancellor.

3. **Hosting affiliated organizations & acknowledging partnerships**

   3.1 Hosting non-campus web sites.

      3.1.1 Personal web sites may not host pages for organizations or for individuals other than the owner.

      3.1.2 Official units of the campus may, with prior written approval from the Chancellor or designee, host web sites for educational and non-profit organizations affiliated with CU-Denver as long as the campus’s role and participation are acknowledged.

      3.1.3 The above restrictions are limited to “hosting” web sites and are not intended to prevent official units of the campus or personal web sites from providing information on conferences, events, or activities of affiliated or unaffiliated organizations provided that information is intended to advance the campus’s teaching, research and service mission.

   3.2 Acknowledging partnerships
Official CU-Denver web sites may acknowledge business partnerships that assist CU-Denver in achieving its mission. Acknowledgement may include using a link to the corporate homepage. Advertisements for or endorsements of products and services are prohibited.

4. Political activity

Using web resources for any partisan political activity, such as supporting a particular candidate for any elective office or a particular position on an issue before the voters of any jurisdiction, is strictly prohibited by Colorado Law.

5. Privacy

CU-Denver web sites may only collect personally identifiable information about visitors under the following circumstances: 1) a visitor chooses to make such information available to the web site; 2) the website requires authorized and authenticated access. If a visitor provides any personal information to a web site, CU-Denver will not sell that information to any commercial entities.

CU-Denver web servers may automatically recognize certain non-personal information, such as volume and timing of access, internet domain, and IP address from which the web site was accessed.

Any information collected by a web site must be handled in a manner permitted by law.

6. Copyright

Written permission must be obtained from the copyright holder and kept on file, whenever necessary, for the use of any and all copyrighted materials not belonging to the University of Colorado or to a faculty member utilizing his/her own material. Copyright permission may be necessary not only for text but in some instances also for photographs, graphics, audio, video, compiled statistics, graphs, or otherwise, as well as for mirrored web sites. However, copyrighted materials that are in the public domain or that may be used within "fair use" guidelines may be displayed as permitted. Responsibility for obtaining permissions and maintaining appropriate documentation resides with the web page author.

Appropriate copyright notices or ownership credits must be prominently displayed. Access to copyrighted material must comply with the conditions granting usage or the license. Individuals with questions about the use of copyrighted material may contact the Office of University Counsel.

7. Use of University name and marks

The name “University of Colorado” or names for the CU System campuses, the commercial seal, wordmark, official CU logo (interlocking CU image), CU-Boulder athletic program symbol (buffalo) and other official and spirit marks (CU in the City) are among the words and symbols licensed by the University of Colorado. The CU Office of Licensing Programs promotes and protects the use of the University’s name and identifying marks. University marks are registered
in the State of Colorado, at the U.S. Patent and Trademark Office, and internationally. This ensures protection of the integrity of these marks. Commercial use is restricted, and requests to use these marks for any purpose must be made to the CU Office of Licensing Programs.

8. **Personal web pages**

Faculty, staff, and students may create and maintain a personal web page on the CU-Denver website. A personal web page is the responsibility of its author and CU-Denver accepts no responsibility for the content of personal web pages.

The following disclaimer must appear explicitly at the top of all pages on which a list of personal web pages appears:

> The content of personal web pages is not in any way an official publication of the University of Colorado at Denver. Neither the contents of the personal web pages nor the linked pages have been reviewed or endorsed by the University of Colorado at Denver. The statements and opinions included in personal web pages are those of the authors only. Any statements and opinions included in personal web pages are NOT those of the Board of Regents, the University of Colorado, the University of Colorado at Denver, or any department within the University of Colorado at Denver. The contents of personal web pages themselves, and/or of material accessed via links to other web pages, may contain material that some people may find offensive. If you believe that you might be offended by the contents of personal web pages, you should not access personal web pages.

9. **Domain name usage**

CU-Denver uses the domain of www.cudenver.edu. All official campus web sites, including those of colleges, departments, divisions or other fiscal or operating units of the campus, as well as faculty or staff performing CU-Denver functions, must use cudenver.edu. Exceptions may be granted by the Chancellor or designee.

For pages hosted on the official campus web server(s), a subdomain alias may be established via a request to CINS (i.e. admissions.cudenver.edu).

Alternate hosting: Any official CU-Denver campus web pages served through a host other than the official campus web server(s) (www.cudenver.edu) must be approved by the Chancellor or designee.

10. **Document retention**

Document retention is governed by Colorado law and University of Colorado policy.

11. **Accessibility**

In compliance with Section 504 of the Rehabilitation Act, the Americans with Disabilities Act, and University of Colorado non-discrimination policies, all electronic publications must be made
reasonably accessible to people with disabilities. CINS will maintain benchmarks for measuring accessibility.

12. 12. Policy Compliance

12.1 Interpretation of this policy

Anyone who has a question about the interpretation of this policy, or whether some use of web publishing is permitted, should consult with the CU-Denver Webmaster.

Anyone who disagrees with the CU-Denver Webmaster’s interpretation of this policy or decision whether web publishing conforms to this policy may appeal in writing to the Chancellor or designee.

12.2 Responsibility for compliance with this policy

Supervisors are responsible for ensuring that web authors under their direction comply with this policy. CU-Denver may employ technical means, or institute other reasonable procedures, to identify web publishing that fails to comply with this policy.

12.3 Reporting non-compliance

Allegations of non-compliance with this policy should be reported to the CU-Denver Webmaster.

12.4 Procedures for handling non-compliance

CU-Denver reserves the right to remove from its servers or disconnect from its network any material or web pages that are potentially in violation of CU-Denver policies or of applicable laws. The CU-Denver Webmaster is charged with responsibility for protecting both the system and users from abuses of these policies and laws. The Webmaster may communicate with offending parties, give instructions as to necessary steps to be taken to correct such violations, and specify a time frame in which the correction is to be made. CU-Denver may temporarily or permanently deactivate a web page, remove links to specified material, close a user’s account, or take such other action as is appropriate under the circumstances.

Reference Documents

This policy document does not exhaust the requirements for web publishing at CU-Denver. Web publishing at CU-Denver must comply with all CU-System and CU-Denver policies, and local, state, and federal laws. A list of reference documents includes:

University of Colorado Policies


CU-Denver Policies

CU-Denver Style Guide (under development)
CU-Denver Web Site Management Policy and Procedures (under development)
CU-Denver Email Policy (under development)

State of Colorado Laws

Colorado Public (Open) Records, Title 24, Article 72, Colorado Revised Statutes, Sections 112 et seq., http://www.archives.state.co.us/open/00openrec.htm

Colorado State History, Archives and Emblems, Title 24, Article 80, Colorado Revised Statutes, Sections 101-111, http://www.archives.state.co.us/open/00csalaw.htm


Fair Campaign Practices Act, Title 1, Chapter 45, Colorado Revised Statutes, Sections 101118. and most specifically, 1-45-117, http://64.78.178.12/cgi-dos/statdspp.exe?LNP&doc=1-45-101

Federal Laws

Section 504, Rehabilitation Act of 1973, Title 29, Chapter 16, United States Code, Section 794, http://www.dol.gov/ostam/regs/statutes/sec504.htm

Americans with Disabilities Act, Title 42, Chapter 126, United States Codes, Sections 12101 et seq., http://www.access.gpo.gov/uscode/title42/chapter126_.html

Family Educational Rights and Privacy Act (FERPA), Title 20, United States Code, Section 1232g, http://www.cpsr.org/cpsr/privacy/law/education_records_privacy.txt


Copyright Law, Title 17, United States Code, Sections 101 et seq., http://www.copyright.gov/title17/index.html


Electronics Communications Privacy Act, Title 18, Part I, Chapter 119, United States Code, Sections 2510 et seq., http://www.access.gpo.gov/uscode/title18/parti_chapter119_.html