



Web Content Policy

Category: Marketing and Communications;

Jurisdiction: Vice President, External Relations;

Approval Authority: Executive Team;

Established on: October 26, 2005;

Amendments: None.

Introduction

1. Purpose

The purpose of this policy is to outline good and acceptable practice for publishing on the web. These rules are in place to protect the information published on Lakehead University Web servers and maintain the consistency of the Lakehead brand on the web.

2. Scope

This policy applies to employees including faculty, students, contractors, consultants, and any other user of web servers at Lakehead University. This policy applies to all web servers that are owned or leased by Lakehead University and any personal equipment connected in any fashion to Lakehead University's data network.

3. Definition

A Web server is a computer that delivers Web pages. A web server uses the client/server model and the World Wide Web's Hypertext Transfer Protocol (HTTP), to provide (serve) files that form Web pages to Web users (clients).

Policy

4. Responsible Parties

4.1 Lakehead University's Webmaster

The Office of Communications is responsible for the Lakehead U homepage, A-Z index, sitemap, contact us, search, About Lakehead U, Annual Report, and Office of Communications Website, as well as for issues related to content, policy, accessibility, and connectivity for all web pages hosted on the Lakehead University network. The Webmaster can be contacted at webmaster@lakeheadu.ca

4.2 Academic or administrative department or unit, Students, Faculty, Staff, and other professionals associated with the university

Each academic or administrative department or unit is responsible for the content and maintenance of its own website, and for complying with established University web policies and guidelines. Maintenance in this connection means keeping existing content current, adding new content when necessary, deleting obsolete content, and making corrections.

Faculty, staff, qualified students, and other professionals associated with Lakehead University, who establish or have access to web pages hosted on Lakehead University network, are personally responsible for the content and maintenance of their web pages, and are required to comply with University policies, including content and design.

4.3 Other Lakehead U-affiliated web pages

Other Lakehead U-affiliated web pages are pages such as, but not limited to, ICR Discoveries or LUSU clubs. Any member of a project, group, organization or other unit that has a website affiliated with Lakehead U is responsible for the content and maintenance of its own website, and for complying with the established University web and other policies.

5. Design

If the site belongs to a department, faculty, or centre, a link to the relevant faculty/centre site is mandatory. Departmental websites such as those identified in 4.2 must comply with institutional design and branding guidelines as outlined in the Visual Identity Program.

Individual pages as identified in 4.2 must comply with institutional guidelines and must at minimum include the following:

- Proper use of Lakehead University Wordmark - refer to Visual Identity Program on the web under Communications
- Contact information (including address, phone number, and email or contact form)
- Contact information for the person responsible for the website (including address, phone number, and email or contact form)
- Link to the Lakehead U home page
- Last date updated
- Copyright notice
- Use the proper Lakehead U colours and font as identified in the Visual Identity Program

6. Hosting

Official Lakehead University information should be hosted on reliable and regularly backed-up servers, which are available at all times, subject to routine maintenance requirements.

7. Legal Requirements

All web pages accessible through Lakehead U's computer networks must comply with University policies and regulations, and with federal and provincial law, including but not limited to this policy, the Lakehead University's Code of Computer Practice, Policy Regarding Devices Connected to the Lakehead University Network, and Proper Use of University Property.

7.1 Use of Copyright Material

Intellectual and graphical material is subject to the provisions of Canadian copyright and trade-mark laws. If a substantial part of a copyrighted document or image is to be reproduced on a website, prior permission from the copyright owner must be obtained in writing. This applies whether the site is on an intranet, accessible only to members of an organization, or the Internet. The permission shall be sufficient such that it grants Lakehead University and the person drafting and maintaining the web site a broad license to use and redistribute the material.

Additional precautions must be followed when dealing with material protected by trademarks. In any event, when in doubt, please contact Lakehead's Manager, Technology Transfer, for assistance.

Fair dealing for research or private study, criticism or review, or reporting current events does not infringe copyright, but is limited by strict conditions. It is unwise to assume that any digital copying is fair dealing as fair dealing in the digital environment is yet to be defined by the courts.

As a matter of courtesy, notify by e-mail those sites to which you intend to link.

7.2 Commercial activity and advertising

Advertising or promotion of commercial activities which do not directly support the University's scholarly, research, and educational mission are not permitted on web pages made available through Lakehead U's computer networks.

Exceptions may be made, such as for the Lakehead U magazine online, and must be approved by the Office of Communications. Official Lakehead U web pages representing a department, faculty, unit, program, or cluster of activities may include recognition of sponsorship or donor support for a particular event, program, service, product, or facility, within the limitations established by University policies and guidelines. While recognition of sponsorships should not include direct advertising, it may include links, logo, or wording (limit of 50 words) of the sponsoring organization or institution. Any other recognition of sponsorship on the web such as, but not limited to, image, video, or dedicated webpage, must be consulted with the Webmaster.

7.3 Unacceptable activities on the website

Lakehead University will not support, condone, or accept on its web pages the activities listed below:

- Activities which violate this and other University Policies
- Activities which violate Municipal, Provincial, or Federal laws
- Activities that infringe on other's rights and freedoms; and
- Commercial and personal business activities

This includes, but is not limited to:

- Advertisements, commercial activities, and personal business
- Displaying material containing nudity or pornographic material of any kind;
- Providing material that is offensive to the online community, including, but not limited to blatant expressions of bigotry, prejudice, racism, hatred, or profanity;
- Promoting or providing instructional information about illegal activities, or promoting physical harm or injury against any group or individual;
- Defaming any person or group;
- Promoting or soliciting for participation in multi-level marketing, pyramid schemes, or gambling;
- Conducting raffles or contests that require any type of entry fee;
- Displaying material that exploits children under 18 years of age;
- Using your page (or directory) as storage for remote loading or as a door or signpost to another homepage, whether inside or beyond Lakehead U;
- Using your page for acts of copyright, trademark, patent, trade secret, or other intellectual property infringement, including but not limited to offering pirated computer programs or links to such programs, information used to circumvent manufacturer-installed copy-protect devices, including serial or registration numbers for software programs, or any type of cracker utilities;
- Violating Internet standards for the purpose of promoting your website;
- Developing pages that consist of hyperlinks to content not allowed on Lakehead U network;
- Displaying content for someone other than yourself or Lakehead University or allowing your webpage or any Lakehead University webpage to be used by someone other than yourself or Lakehead University.

8. Failure to Comply with Policy

Failure to comply may result in disabling network access until the offence has been corrected and the website/web page updated to comply with Lakehead U web policy, guidelines, and governing laws.

Repeated offences may result in a permanent termination of the server user account and/or revoked rights to use Lakehead U's network infrastructure.

In the event that Lakehead U receives a complaint or discovers that the contents of a website infringe intellectual property rights or otherwise is unlawful, Lakehead U will take steps that it believes to be appropriate under the circumstances, including, for example:

1. Suspend the site/server, or a portion of the site/server, immediately until the dispute is resolved;
2. Instruct the Account holder/server administrator to contact the complaining party to resolve the dispute;
3. Inform the complaining party of our actions and ask that party to work directly with the Account holder/server administrator. Note: All correspondence between the parties must also be sent to webmaster@lakeheadu.ca.

Lakehead U will, if necessary, take the following action based on the progress of the dispute:

1. If the Account holder/server administrator has not pursued resolution within 14 days of notification, the site/server, or portions of the site/server, will be permanently terminated;
2. If complaining party has not pursued resolution within 14 days of Account holder's or server administrator's response, the site/server, or portions of the site/server, will be re-activated;
3. If legal action is pending or the dispute is not settled, the site/server, or portions of the site/server, may remain suspended until resolution is reached and webmaster is notified by both parties as to the outcome;

4. If a resolution is reached between the parties, the site/server, or portions of the site/server, will be reactivated with any mutually agreed upon modifications;
5. If a copyright, trademark, patent, or other infringement is obvious, the site/server, or portions of the site/server, will be permanently terminated;

Lakehead U also reserves the right to delete all files and terminate account/server without any warning should Lakehead U deem it necessary.

Please note that the remedies indicated in this section are cumulative, and do not prevent Lakehead U from taking further action for failure to comply with this Policy, including (without limiting the generality of the foregoing) disciplinary proceedings, suspension, termination of employment, actions for breach of contract including claiming damages, and other available legal remedies.

Review Period: 7 years;

Date for Next Review: 2019-2020;

Related Policies and Procedures: To be determined;

Policy Superseded by this Policy: None.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-346-7929 or Email: univsec@lakeheadu.ca.