

Office/Contact: University Marketing and Communications

Source: SDBOR Policy 7:1; University Policy 7:10; University Policy 7:12; University Policy 9:3

Link: <https://www.sdbor.edu/policy/documents/7-1.pdf>, <https://www.sdstate.edu/sites/default/files/2017>

09/user\_account\_creation\_management.pdf, <https://www.sdstate.edu/sites/default/files/2017>

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successorsecondlevel domain

- e. Subdomain: A domain subordinate to the second-level domain, or a third-level (or lower) domain in a Domain Name System (e.g., catalog.sdstate.edu, sdstate.edu).

- f. Website: a collection of linked web pages containing text, graphics, sound files, etc. residing on a web server.
- g. Unofficial Websites: websites that do not meet the definition of Official or Affiliate Websites, but do bear information which might imply endorsement by the University regardless of where they are hosted. Unofficial websites include, but are not limited to, personal sites of faculty, staff,

- c. Unofficial Websites
  - i. Unofficial Websites do not represent official views or opinions of the University and to the extent they articulate a correlation to the University, they must carry a disclaimer stating such. Failure to post this disclaimer in a conspicuous area of the website may result in disciplinary or legal action brought by the University.
  - ii. Unofficial Website owners or content creators shall be responsible for adhering to all SDBOR and University policies applicable to them by virtue of their status with the University. Otherwise, the University may pursue, to the fullest extent permitted by law, all claims against any Unofficial Website owners or content creators who infringe University rights.
  - iii. The University is not responsible for and does not monitor the content of Unofficial Websites. However, the University may investigate complaints of Unofficial Websites and may seek the removal of or limit access to, page(s) that adversely affect the University, members of the University community, the University's affiliates, or the pursuit of the University's lawful objectives.
  - iv. Unofficial Websites may only obtain the ability (license) to use University trademarks by adhering to the policy and following the procedure in University Policy 9:3 (Trademarks).
- d. Official and Affiliate Websites shall provide accurate and timely information about the University and its mission in an easily accessible manner. These websites shall also provide links on every webpage to information regarding Equal Opportunity & Affirmative Action, Privacy standards, and other required disclaimers that conform to the University's standards provided on the webpages of the Designated Domain and updates thereto.
- e. In accordance with Section 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act, and the University's mission, Official Websites and Affiliate Websites must conform to web accessibility principles. Accordingly, any new, revised, or existing web content of any kind on any Official or Affiliate Website must meet Web Content Accessibility Guidelines (WCAG) 2.0 and AA success criteria and Section 508 Standards, as amended, or successor standards.
- f. All University-protected information including, but not limited to, information protected by privacy laws such as the Federal Educational Rights and Privacy Act (FERPA) and Health Insurance Portability and Accountability Act (HIPAA), and information protected in law as nonpublic information must be only available through an internal portal requiring login by appropriate, authorized personnel, in keeping with the account security requirements of University Policy 7:10.
- g. Official and Affiliate Websites must meet the respective University brand, image, and template standards as set forth by University Marketing and Communications.
- h. All new content editors of Official Websites shall complete the training required by this policy as a prerequisite to obtaining editing credentials. All content editors shall attend



- i. University Marketing and Communications and the Division of Technology and Security shall be consulted at an early, ~~critical~~ stage.
- ii. Before substantial resources can be allocated to the effort, the approval of the appropriate supervisor (vice president, dean, director, ~~or~~ department head) and the approvals of the Vice President for Technology and Security and the Director of University Marketing and Communications, or their successors, must be obtained. Such approval

