

UC Davis Policy and Procedure Manual

Chapter 310, Communications and Technology

Section 70, World Wide Web Standards

Date: 10/22/13

Supersedes: 8/30/06

Responsible Department: Strategic Communications

Source Document: UC Electronic Communications Policy

[Exhibit A, Web Page Privacy](#)

I. Purpose

- A. This section describes the policy and standards for use of electronic communication (EC) resources for Web communications and applications, and applies to all Web pages and Web-based services that use University-owned, -operated, -or contracted electronic communication resources.
- B. This section supplements Sections 310-23 and 310-24.
- C. UCDHS websites are also subject to the policies described in UCDHS Hospital Policies and Procedures Sections 1310, 1312, and 1318.

II. Definitions

Additional definitions are available in Sections 310-23 and 310-24.

- A. Administrative websites—UC Davis-hosted websites maintained under the direction of a department or unit head of an academic or administrative unit.
- B. Affiliated websites—websites maintained under the direction of an officially recognized campus organization (see Section 270-05) and present the views, positions, and content of that organization.
- C. Collaborative websites—websites that present the content of a collaborative effort by an administrative or research unit and other institutions, and whose content is not wholly owned by a UC Davis unit, faculty member, or The Regents.
- D. Domain name—text identifying a realm of administrative autonomy, authority, or control on the Internet.
 - 1. The UC Davis domain name is ucdavis.edu.
 - 2. A top-level domain name is in the form “sitename.ucdavis.edu” (e.g., engineering.ucdavis.edu).
 - 3. A sub-domain name is a website or server that is part of a top-level domain in the form “subdomain.sitename.ucdavis.edu” (e.g., bae.engineering.ucdavis.edu).
- E. Electronically collected personal information—see California Government Code Section 11015.5.
- F. False identity—using the identity of another user or group without the explicit approval of that user or group, or masking the identity of an account or machine (see also Section 310-23, Exhibit A).
- G. Instructional web content—web content that is required as part of a class.
- H. Official website—www.ucdavis.edu.

- I. Personal information—information about a natural person that identifies or describes an individual, including but not limited to name, social security number, physical description, home address, home phone number, education, financial matters, medical history, or employment history that is readily identifiable to that specific individual.

A domain name or Internet Protocol (IP) address is not considered personal information but is considered electronically collected personal information.

- J. Personal websites—websites maintained by students, staff, or faculty that present the personal views, positions, and content of those individuals.
- K. Pseudonym—an alternative name or electronic identification.
- L. UC Davis-hosted website—website hosted using University resources.
- M. University Web resources—hardware and software used to serve Web content that are owned or operated by UC Davis or provided through contracts with the University and are compliant with campus cyber-safety (see Section 310-22) and allowable use (see Section 310-23) policies, and the UC Electronic Communications Policy.

III. Policy

- A. UC Davis-hosted websites are provided in support of and to promote the teaching, research, and public service mission of the University, and of the administrative functions that support this mission.
- B. Websites that provide online service directed to children under 13 or collect personal information from children must comply with the Children’s Online Privacy Protection Act (COPPA). (See <http://business.ftc.gov/privacy-and-security/children's-privacy> or contact Campus Counsel’s office for more information.)

IV. Website Standards

- A. All UC Davis-hosted websites
 - 1. Must have a domain name registered using the campus domain name service or using a domain name service provided by their campus unit.
 - a. Domain name services provided by campus units must be compliant with applicable policies.
 - b. Department heads of units providing domain name services are responsible for ensuring compliance.
 - 2. Must have a top-level domain name unless granted an exception.
 - a. The Associate Chancellor—Strategic Communications is responsible for reviewing and approving top-level domain names.
 - b. Exceptions may be approved by the Associate Chancellor—Strategic Communications (Davis campus) or Vice Chancellor—Human Health Sciences (UCDHS).
 - 3. Must comply with laws and policies governing the use and distribution of personal information, electronically collected personal information, and copyright (see Section 250-01).
 - 4. Must be reviewed and approved by Development and Alumni Relations if they collect personal information from alumni or donors, or solicit donations for the University.
 - 5. May include advertising and acknowledgements only as allowed by Section 270-25.

B. Official website

1. Provides an overview of campus programs, services, and activities.
2. Serves as a “table of contents” for the campus presence.

C. Administrative websites and the Official website

1. Must prominently display the official UC Davis logo at the top of the home page, a link to the official website on the home page, and include the official logo or the text “University of California, Davis” or “UC Davis” on all other pages.
2. Must adhere to campus content, graphic, editorial, and Web development standards unless an exception is approved by the Associate Chancellor—Strategic Communications.
3. Must include a reliable method for contacting a person responsible for the site.
 - a. Contact information must appear on at least one page of the site, preferably the home page.
 - b. Web page authors may not use a false identity but may use a pseudonym (e.g., department@ucdavis.edu).
4. Must include the most recent date of modification on each page.
5. Must design and present Web content so that it can be used without requiring a specific browser or operating system.
6. Must include a link to the site’s home page in the same position on every page within the site.
7. Must include the following copyright notice:

Copyright © UC Regents, Davis campus. All rights reserved.
8. Must comply with W3C WCAG 2 Level AA guidelines (<http://www.w3.org/TR/WCAG20>).

If a user is unable to access content on a website due to disability, the department head of the unit hosting the site is responsible for providing information in an acceptable alternative format.

D. Instructional Web content

1. Must comply with W3C WCAG 2 Level AA guidelines (<http://www.w3.org/TR/WCAG20>).
2. If a user is unable to access content on a website due to disability, the department head of the unit hosting the site is responsible for providing information in an acceptable alternative format.

E. Affiliated and Personal websites

1. May be permitted by department heads only as allowed by Section 310-23.
2. Must include the following statement on the home page:

UC Davis makes no warranties, either expressed or implied, concerning the accuracy, completeness, reliability, or suitability of the information contained on these Web pages or the security or privacy of any information collected by these Web pages. All views expressed in this website are those of the author and not The Regents of the University of California.
3. Must display information disclosing the identity of the website’s author, including a contact name and email address.

- a. Contact information must appear on at least one page of the site, preferably the home page.
 - b. Web page authors may not use a false identity but may use a pseudonym (e.g., department@ucdavis.edu).
4. Affiliated websites may use UC Davis logos, seals, and other trademarks with permission from the Trademark Licensing Office
- a. Any affiliated Web page that displays a UC Davis trademark must include the disclaimer, "UC Davis logo used by permission."
 - b. Personal website pages may not use the UC Davis logos, seals, or other campus trademarks.
- F. Collaborative websites
1. May be hosted using University Web resources subject to approval of the department head.
 2. May use a .org domain name with appropriate approval (see A.2, above).

V. Further Information

- A. Procedures for registering top-level or sub-domain names with the Host Clerk are available at <http://www.noc.ucdavis.edu/faq.php#FAQ4>.
- B. Additional information regarding accessibility requirements for administrative websites is available from adacompliance@ucdavis.edu.
- C. Additional information regarding accessibility requirements for instructional Web content is available from the Student Disability Center (sdcc@ucdavis.edu) or The Center for Excellence in Teaching and Learning (cetl@ucdavis.edu).
- D. Additional information on campus graphic and editorial standards is available at <http://identitystandards.ucdavis.edu>.
- E. Additional information on campus Web standards is available from webstandards@ucdavis.edu.

VI. References and Related Policies

- A. Office of the President:
 1. Information Technology Accessibility (<http://policy.ucop.edu/doc/7000611/IMT-1300>).
 2. University of California Electronic Communications Policy (<http://www.ucop.edu/ucophome/policies/ec/>).
 3. UCOP Resources for Developing Accessible Websites (<http://www.ucop.edu/irc/itaccessibility/resources/>).
- B. W3C Web Content Accessibility Guidelines (WCAG) Overview (<http://www.w3.org/WAI/intro/wcag.php>)
- C. WebAIM Section WCAG 2 Checklist (<http://webaim.org/standards/wcag/checklist>).
- D. Federal Trade Commission—Children’s Online Privacy Protection (<http://business.ftc.gov/privacy-and-security/children’s-privacy>).
- E. California Education Code Section 92000 (<http://www.leginfo.ca.gov/cgi-bin/calawquery?codesection=edc>).

- F. UC Davis Principles of Community (<http://principles.ucdavis.edu>).
- G. UC Davis Policy & Procedure Manual (<http://manuals.ucdavis.edu/PPM/about.htm>):
 - 1. Section 250-01, Copyright.
 - 2. Section 260-15, Solicitation and Acceptance of Gifts.
 - 3. Section 270-05, Campus Organizations.
 - 4. Section 270-20, Use and Reservation of University Properties and Event Arrangements.
 - 5. Section 270-25, Commercial Activities.
 - 6. Section 310-22, UC Davis Cyber-Safety Program.
 - 7. Section 310-23, Electronic Communications—Allowable Use.
 - 8. Section 310-24, Electronic Communications—Privacy and Access.
 - 9. Section 310-65, Use of the University's Name, Seal and Other Trademarks.
 - 10. Section 320-20, Privacy of and Access to Information.
 - 11. Section 320-21, Disclosure of Information from Student Records.
 - 12. Section 320-35, Privacy of Health Information.
 - 13. Section 320-36, Access to Protected Health Information for Research.
 - 14. Section 330-35, Credit and Debit Card Merchants.