



Canada's Capital University

Policy Name: Web Content
Originating/Responsible Department: Information Technology Services (ITS)
Approval Authority: Senior Management Committee
Date of Original Policy: June 2008
Last Updated: June 2013
Mandatory Revision Date: June 2018
Contact: Chief Information Officer (CIO)
Director, Department of University Communications

Policy: The Web Content Policy is the responsibility of the Department of University Communications (DUC) and the Department of Information Technology Services (ITS), and complements existing University policies and guidelines. The Policy addresses the following topics with regards to web content:

- 1.0 Accessibility and Browsers
- 2.0 Copyright
- 3.0 Duplication of Official Content
- 4.0 Advertising and Fundraising
- 5.0 Linking
- 6.0 Prohibited Content
- 7.0 Privacy
- 8.0 Compliance

Purpose: Students, staff, faculty and visitors rely on Carleton University websites for information and services. The accuracy and timeliness of information directly impacts the integrity and reputation of the University. The purpose of the Web Content Policy is to define the University's position with respect to acceptable and accessible content.

Scope: This Policy applies to any content published on a website in the Carleton University domain whose address ends in carleton.ca; e.g.; www.sprott.carleton.ca.

Content includes but is not limited to: text, layout, video, audio and graphics.

Procedures: Members of the Carleton community involved with web publishing to a Carleton University website as defined in the "Scope" are responsible for ensuring that content is compliant with this Policy and other related University policies.

1.0 Accessibility and Browsers

Website templates and web content must be compliant with current Web Content Accessibility Guidelines as outlined in the Accessibility for Ontarians with Disabilities Act (AODA). Web pages and all content should be easily rendered by a wide variety of web browsers. It is not appropriate to include "Best viewed with..." messages. Page layout and content should not be designed solely for the use of one browser.

2.0 Copyright

Content on Carleton University websites must conform to copyright laws as expressed in the Copyright Act and the University's Copyright Guidelines. Except as permitted by exceptions described in this legislation, written permission is required from the owner of copyrighted content before copyrighted information can be placed on a University website.

3.0 Duplication of Official Content

For the purpose of this Policy, "official" refers to web content that is central to the Carleton's mission, and has University-wide implications. The Department of University Communications has the sole authority to determine whether web content is official.

Official content; such as, course listings, should not be replicated from its original location. Instead, it should be linked to or mirrored using special web server technology such as "server-side includes".

4.0 Advertising and Fundraising

Content on any Carleton website must be for information purposes or related to the teaching, learning and research mission of the University. Advertising for profit purposes; or content posted in exchange for financial gain is strictly prohibited. The Commercial Activities Policy applies to all content on the Carleton University domain.

Private sector or profit-making organizations are prohibited from advertising on any Carleton University website, unless they are recognized sponsors of the University as determined by the Vice-President (Finance and Administration).

Fundraising for non-university programs, organizations or services is prohibited on any website without the expressed written approval of the Chief Development Officer.

5.0 Linking

Links on Carleton University websites should serve the mission of the University. Sharing links solely to draw attention to goods and services is prohibited as per the University's Commercial Activities Policy.

6.0 Prohibited Content

Since hosting and web services are drawn from University funds, content on all web pages falls under the jurisdiction of Carleton University. Any information found on the Carleton domain as defined in the "Scope", must comply with existing University policies, and with domestic and international law.

Web content which, by word or image, falls under the criteria below is prohibited. This list includes, but is not limited to:

- Displays or promotes pornographic or offensive or obscene material.
- Promotes violence, or the use of weapons, alcohol or illegal drugs.
- Contains abusive or threatening language or imagery that targets individuals or groups.
- Contains personalized attacks.
- Ridicules or promotes stereotypes, discrimination, intolerance or hostility towards any race, sex, colour, ancestry, place of origin, ethnic origin, creed, marital status, gender identity, gender expression, family status, sexual orientation, age, disability, or citizenship.

- Publishes information, the purpose of which is to cause harm or which would reasonably be known to cause harm.

Academic Freedom: The pursuit and publication of controversial research material and the study and teaching of material with controversial and even offensive content in the context of conscientious, professional instruction in the University are protected within academic freedom. However, it carries with it the duty to use that freedom in a manner consistent with ethical guidelines and human rights law, and the scholarly obligation to base research and teaching on an honest search for knowledge. It may also be circumscribed by civil and criminal law (Carleton University Statement of Conduct and Human Rights).

7.0 Privacy

Carleton University is fully compliant with the Freedom of Information and Protection of Privacy Act (FIPPA), an Ontario statute; and the Personal Information Protection and Electronic Documents Act, Canada (PIPEDA), a federal statute. The communication of personal information on the web shall be by the applicable provisions of FIPPA and PIPEDA. Inquiries regarding privacy and this statement are to be directed to the Privacy Office.

8.0 Compliance

Carleton University reserves the right to monitor the use of resources provided and/or managed by the University for the purposes of determining adherence to this Policy. Monitoring will be performed in accordance with University Privacy policies as well as federal and provincial privacy legislation.

Offenses which are a violation of this Policy, other University policies, or provincial or federal laws are subject to discipline as appropriate, and may result in the restriction of access to computing and network resources. Offenses will be reported to University or law enforcement authorities as appropriate. Complaint processes are outlined in the University Human Rights Policies and Procedures Policy.

Contacts: Chief Information Officer, ITS
Director of University Communications
Privacy Officer/Coordinator

Links to Related Policies: Please note that links to policies are subject to change.

Policy	Originating Department	Link
Acceptable Use Policy for Information Technology (IT)	Information Technology Services	http://www.carleton.ca/secretariat/policies/
Accessibility for Persons with Disabilities	Equity Services	http://www.w3.org/standards/ http://www.carleton.ca/secretariat/policies/
Administration (Development and Revision) of University Policies	University Secretariat	http://www.carleton.ca/secretariat/policies/
Commercial Activities	University Services	http://www.carleton.ca/secretariat/policies/
E-Commerce	Financial Services	http://www.carleton.ca/secretariat/policies/
(FIPPA) Freedom of Information and Protection of Privacy Act	University Secretariat	http://www.carleton.ca/privacy/policies/
Graphic Standards	Department of University Communications	http://www.carleton.ca/graphicservices/graphic-design/procedures-for-the-production-of-university-publications/
Human Rights Policies and Procedures	Equity Services	http://www.carleton.ca/equity/human-rights/policy/
Personal Information Protection and Electronic Documents Act, Canada (PIPEDA)	University Secretariat	http://www.carleton.ca/secretariat/policies/
Writing Style Guide	Department of University Communications	http://newsroom.carleton.ca/wp-content/files/writing-style-guide.pdf
Web Calendar Submission	Department of University Communications	http://www.carleton.ca/secretariat/ccms/wp-content/ccms-files/Web-Calendar-Submission-Policy.pdf

Guidelines	Originating Department	Link
Academic Regulations of the University (Especially Section 3.5)	Carleton University	http://www.carleton.ca/cu0607uc/regulations/index.html
Carleton Content Management Suite	Information Technology Service	http://www.carleton.ca/ccms
Copyright Guidelines	University Library	http://www.library.carleton.ca/copyright