

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE
OFFICE OF MARKETING AND COMMUNICATIONS
WORLD WIDE WEB POLICY

Number 04.02.01

Division Marketing and Communications

Date August, 2014

Purpose This Policy governs documents (Web pages) appearing on the World Wide Web from The University of Alabama in Huntsville Web servers.

Both Official and Unofficial University Web Sites, as defined below, must comply with all copyright laws of the United States, all other applicable local, state, and federal laws, and applicable policies, rules, and guidelines of The University of Alabama in Huntsville, including those defined herein.

The dominant theme of any Web site, whether an Official or Unofficial University Web Site, must not appeal to prurient interest to the average person applying contemporary community standards.

This Policy will be periodically revised in response to pertinent legal and/or technological issues in consultation with the appropriate entities.

Any questions, comments, or suggestions concerning this Policy should be addressed to the Office of Marketing and Communications (webmaster@uah.edu).

Policy **Official University Web Sites**

1. Official University Web Sites are defined as Web sites or Web pages created by University of Alabama in Huntsville entities including, but not limited to, its colleges, schools, departments, research centers, and administrative offices and purporting to represent The University of Alabama in Huntsville.
2. All Official University Web Sites must be approved by the vice president who has administrative oversight over the area represented by the Web site or by his/her designee.

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following such request may be unlinked by the Office of Marketing and Communications.

6. Any Official University Web Site desiring to conduct commercial activity, including receipt of online credit card payments, must receive authorization from the Office of the Vice President of Finance and Administration. This Office will review the Web site's plan, including the adequacy of transaction security, make recommendations on the type of electronic credit card or other process needed, and provide cost information. If the commercial activity involves receipt of online credit card payments, the Office will obtain a merchant ID, if appropriate, under the domain of the University's central credit card contract, and provide training on securing the data, as well as recording and depositing the funds on University records. Any Web site discovered to be in violation of this provision is subject to removal from the UAH domain.

7. Links to commercial entities must be related to the University's missions of research, teaching, and service and must not imply endorsement by UAH.

8. All names used to represent the University must be official names recognized by The University of Alabama in Huntsville, e.g., "The University of Alabama in Huntsville" and "UAH." Except when referring to University of Alabama in Huntsville a is discouraged.

Procedures

For additional information or questions, contact the Office of Marketing and Communications, 256-824-6414.

Review

The Vice President for University Advancement is responsible for the review of this policy every five years (or whenever circumstances require).

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