

Policy Number	9.8
Approval Body	Executive Committee
Policy Officer	Director ITS
Approval Date	October 2009
Review	2012

9.8 WEB CONTENT

ENABLING LEGISLATION + LINKED POLICIES

BC Freedom of Information and Protection and Privacy Act (FOIPOP)

Canadian Personal Information Protection and Electronic Documents Act (PIPEDA)

Criminal Code of Canada

BC Civil Rights Protection Act

BC Human Rights Code

Canadian Copyright Act

Emily Carr University of Art + Design Policies:

- 4.6 Student Conduct
- 5.2 Intellectual Property
- 8.1 Academic Freedom
- 9.2 Student Access to University Equipment + Resources
- 9.3 Appropriate Use of Information Technology, Facilities + Services
- 9.4 Software Use + Copyright Compliance

OBJECTIVE

The Emily Carr University of Art + Design (University) website, www.ecuad.ca, and web-based assets are a reflection of the University's strategic goals for teaching, learning, research, communication, marketing, recruiting, social networking and other activities that are critical to the success of the University. All individuals who create and maintain web content have an opportunity to impact the reputation, external perception and integrity of the school.

The objective of this policy is to provide direction to those individuals creating and maintaining web content and to define the University's position on acceptable content and behavior.

SCOPE

This policy applies to students, faculty, staff, alumni and any other individuals who publish web content to a website or web-based asset (eg. blog, wiki, satellite website, online course, etc) in the University's domain or hosted by the University. This includes any website that ends in ecuad.ca or eciad.ca.

The policy applies to all existing and new Content. "Content" means any materials, data and information in tangible, intangible, electronic or digital form and media, and includes, but is not limited to, text, video, graphic images and audio.

POLICY

1. Users of websites and web-based assets are responsible for their actions and conduct at all times.
2. The Content owner is responsible for maintaining their page(s). The University reserves the right to remove stale or obsolete Content at any time.
3. Users will not share or provide their user accounts or passwords to others. All users are responsible for their individual accounts and passwords and will be held responsible to the University and to others for all activity on their account, including any damage or loss to the University or others. The University reserves the right to terminate the account of any user acting, or using web-based assets, inappropriately as the University reasonably determines.
4. Communication of personal information on the web is subject to FOIPOP and PIPEDA. Inquiries related to FOIPOP and PIPEDA should be directed to the University Information + Privacy Coordinator.
5. Posting Content for financial gain that does not benefit the University or contribute to the University's activities is prohibited.
6. The University does not generally assert ownership rights to Content posted by students, faculty, staff or alumni, except in the case of Content created within the scope of the person's duties or employment with the University. Please see Policy 5.2 (Intellectual Property) for the University's entire policy on ownership.
7. If a user sees Content on our website or web-based assets that they find objectionable or offensive, they will either inform the University in a timely manner or cease to access the site. Once informed, the University will take all reasonable measures to review and assess the Content and determine the appropriate course of action in its discretion.
8. The University respects academic freedom and the belief that freedom of inquiry and expression by students, faculty, staff and alumni is critical to the mandate of the University. This may at times include the publication and posting of controversial material in the context of learning, instruction, research or art and design practice. Notwithstanding, users are expected to comply with all applicable University policies, as well as by all applicable Canadian federal, provincial and local laws and statutes, including FOIPOP, PIPEDA, Criminal Code of Canada, BC Civil Rights Protection Act, BC Human Rights Code and Canadian Copyright Act.
9. As defined in law and in other University policies, the University has the following expectations for posted Content:
 - No displays or promotion of pornographic or obscene materials;
 - No promotion of violence;
 - No abusive or threatening language or imagery that targets individuals or groups;
 - No personalized attacks;
 - No ridiculing or promoting stereotypes, discrimination, intolerance or hostility towards any race, sex, ethnicity, ancestry, gender identity, family status, place of origin, sexual orientation, disability, age or citizenship; and
 - No Content for the purpose of causing harm or which would reasonably be known to cause harm.
10. Students and alumni can remove their user profile at any time and cease to participate in web-based groups, discussion or activity but comments on Content posted by a student or alumni on websites shall not be removed

by the University. The exception to this is when a student is required to participate in a web-based group as a requirement of a course where a user profile is required.

11. The University reserves the right to modify, add or remove website and web-based asset features and functions at any time.
12. The University cannot commit to providing all website and web-based asset features and functions that all users would like.
13. The University will make all reasonable efforts to maintain its website and supporting infrastructure but makes no commitments as to availability or reliability of service. Under no circumstances will the University be liable for downtime, or lost or damaged Content.
14. Emily Carr reserves the right to monitor what it hosts or links to and the use of University resources.
15. Users must be aware that the University website and other web-based assets may be viewed by the public and other users. Users must evaluate the risks involved in posting personal Content. The University is not responsible for any damages that may occur as a consequence of using our services.
16. The University reserves the right to remove Content of any users who change or terminate their relationship with the University. Reasonable notice will be provided by the University, but it will be the user's responsibility to make archive copies of Content in a timely manner.
17. The University will take reasonable steps to secure and safeguard web-based Content. However, users are encouraged to make backup copies of their own material. By posting Content to a website or web-based asset, the user gives the University a non-exclusive, non-transferable right to display, host, reformat, translate, excerpt (in whole or in part), store, make copies of, backup, and use the Content on any website or web-based asset for free. User may remove user Content from a website or web-based asset at any time in accordance with Section 10 of this Policy but if the user removes their Content, the license granted to the University will automatically expire, except that the University may retain a backup of user's Content for up to one year from when user removes the Content and the University's rights in the Content which are user's comments about Content shall survive.
18. For students and alumni, creating and maintaining a profile on our website, as well as participating in any website groups or discussion is optional and voluntary. The exception to this is when a student is required to participate in a web-based group as a requirement of a course.
19. For faculty and staff, a profile will be automatically generated on our website. Information provided will be name, title and email address. Other information is optional.
20. User activity and Content must conform to all applicable laws, including all copyright and trademark laws. Unless permitted by exception outlined in the Canadian Copyright Act, written permission is required from the owner of copyrighted Content before such information can be placed on a web-based asset in the University domain.
21. All links on web pages must be maintained by the Content owner. The University reserves the right to remove links that do not work.
22. No Content will be posted with "under construction" or "coming soon" messaging. Content posted must be complete and current.
23. No Content, links or access to applications that generate unreasonable traffic will be posted. If any such items are posted and impact network performance, the University reserves the right to immediately remove such items.

24. Users will not attempt to circumvent or hack any security requirement or process in their use of websites or web-based assets, or attempt to access any part of any website or web-based asset that the user is not authorized to access, or attempt to disrupt the operation of the University servers or networks, or disobey any requirements, procedures, policies or regulations of University's networks or systems, or manipulate identifiers in order to disguise the origin of any Content transmitted on or through the websites or web-based assets, or the source of any Content; or interfere with other users' use of the websites or web-based assets.
25. Comments and Content expressed in personal profiles, work, or web-based assets such as blogs do not necessarily represent the views of the University.
26. The University reserves the right to feature Content posted to its web-based assets in other web-based assets or web locations within its domain and, by posting such Content, the owner is providing its consent to use the Content in this way. For example, the University may choose to feature work posted on our website as a home page feature.
27. The University will take appropriate action for violation of this policy.

POLICY SUPPORTS

Style Guide + Templates

Identity +Brand Standards Manual: <http://www.ecuad.ca/brand>

Website Terms of Use: <http://www.ecuad.ca/about/terms>

Creating Web Content