



### 5.9.1 Standards for Publishing on the World-Wide Web

Chapter 5 - Information Technology	Original Effective Date: September 2006
Section: 5.9 Publishing on the World-Wide Web	Date Last Reviewed: July 2022
Responsible Entity: Vice President and Chief Information Officer	Date Last Revised: July 2022

#### I. Purpose

The purpose of this policy is to establish guidelines and assign responsibility for authoring, publishing, or administering web content to allow safe and effective dissemination of information while complying with UT Health San Antonio policies, and local, state, and federal laws.

#### II. Scope

This policy applies to all faculty, staff, trainees and students in all business units, departments, centers, and programs and to their contractors and consultants including those who operate and maintain uthscsa.edu domain websites.

#### III. Policy

##### A. Basic Principles

1. The University of Texas Health Science Center at San Antonio (UT Health San Antonio) uses the World-Wide Web to publish information and provide services to the public, and UT Health San Antonio faculty, staff, and students. Content published under the domain, uthscsa.edu, and any non-uthscsa.edu domains used by UT Health San Antonio entities will comply with the policies in the Institutional Handbook of Operating Policies (IHOP), Section [5.9, Publishing on the World Wide Web](#), as well as other applicable policies, standards, and guidelines.
2. Website publishers are persons who manage content for websites within the uthscsa.edu domain. A publisher must be designated by a dean, vice president, chair, or director in conjunction with the vice president/chief marketing and communications officer.
3. Website publishers must ensure that their webpages contain accurate and timely information. They have primary responsibility in making sure their website adheres to all applicable policies.

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4. UT Health San Antonio does not typically host websites sponsored by external groups. However, exceptions may be made under certain circumstances. Members of the Executive Committee may allow non-profit organizations to use university resources to host a website if the site promotes UT Health San Antonio's mission. Requests for hosting a non-uthscsa.edu site should be sent to [webteam@uthscsa.edu](mailto:webteam@uthscsa.edu). The website publisher is responsible for registering the non-uthscsa.edu domain with an appropriate internet domain registrar.

### B. Standards for Webpages

1. Pages published in the uthscsa.edu domain will adhere to the following standards in addition to specialized guidelines about accessibility in IHOP [5.9.4 Web Accessibility](#) and privacy in IHOP [5.9.5 Web Privacy](#).
  - a. Display the official University seal or logo.
  - b. Contain the name of the entity publishing the page.
  - c. Comply with copyright laws.
  - d. Include the dates of preparation or latest revision.
  - e. Include the website publisher's e-mail address.
  - f. Contain one of the following disclaimers on the site's main page.
    - i. *[Disclaimer #1]* - Links provided from UT Health San Antonio pages to other websites do not constitute or imply an endorsement of those sites, their content, or products and services associated with those sites.
    - ii. *[Disclaimer #2]* - Material and links provided by UT Health San Antonio are for informational purposes only. Health information provided is not meant to take the place of advice and care from your personal physician. For help with specific health problems you may be experiencing, please contact your physician who can properly evaluate your medical condition.
  - g. Provide consistent navigation from the UT Health San Antonio homepage.
  - h. Link back to the UT Health San Antonio homepage.
  - i. Link back to the department homepage; and,
  - j. Contain a search box on each homepage.
2. University webpages are subject to review/edit by the Web and Digital Strategy team, the Office of Legal Affairs, the Information Security Office, and other administrative entities within UT Health San Antonio to protect the university from legal challenges related to:
  - a. Compliance with state and federal laws.
  - b. Copyright infringement.
  - c. Software patent violations.

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- d. Intellectual property rights.
  - e. False advertising and malfeasance.
  - f. Misleading or defamatory portrayal of the work or character of people, groups, organizations, or other parties; and,
  - g. Potential security breaches.
3. Webpages may not include content that:
    - a. Promotes illegal activity.
    - b. Denigrates anyone or creates a hostile or threatening environment.
    - c. Includes offensive, objectionable material or language, or links to sites that contain offensive or objectionable material or language.
    - d. Features copyrighted materials without appropriate written approval; and,
    - e. Features promotional materials, advertising, or publicity to benefit or advance commercial entities or businesses for personal gain that are unrelated to UT Health San Antonio's missions.
  4. Website publishers may accept sponsorship acknowledgements, per [UTS 122](#), Guidelines for Website Solicitation.
  5. Website publishers may not accept paid advertising.
    - a. Paid advertising is any text and graphical display placed on a UT Health San Antonio webpage for the purpose of generating revenue.
    - b. Use of "click-throughs", where payment is based on redirecting users, is specifically prohibited.

### IV. Definitions

When used in this document, the following words have the meaning set forth below unless a different meaning is required by context.

Advertising – any webpage display that promotes a commercial product or service.

### V. Related References

For questions regarding this policy or assistance with a university website, contact the Web Team at [webteam@uthscsa.edu](mailto:webteam@uthscsa.edu) or submit a [web service request](#).

#### **Additional Resources:**

Web Initiatives [intranet site](#)

**VI. Review and Approval History**

- A. The approving authority of this policy is the University Executive Committee.
- B. The review frequency cycle is set for three years following the last review date, a time period that is not mandated by regulatory, accreditation, or other authority.

<b>Effective Date</b>	<b>Action Taken</b>	<b>Approved By</b>	<b>Date Approved</b>
<b>09/2006</b>	Policy Origination		
<b>07/2019</b>	Policy Revision		
<b>07/2022</b>	Policy Revisions	AVP for IT Services/ICPO	07/22/22