I. Overview

Slippery Rock University utilizes World Wide Web technologies to disseminate, communicate, publish, and share information to off-campus audiences and the on-campus community. The University recognizes that the web is a critical medium of communication and a powerful tool for education, research, recruitment, and community service. Therefore, this policy establishes rules for the general use of web resources and the responsibilities and limitations associated with that use. This policy does not supersede any contractual agreements between the State System of Higher Education and its employees.

II. Purpose

The purpose is to outline the University's policy for students, faculty and staff concerning the use of SRU's World Wide Web information resources. A set of minimum standards and guidelines for web pages for Slippery Rock University units and affiliates is necessary to maintain the accuracy, consistency and integrity of such information.

III. Policy

Institutional Web sites and pages at Slippery Rock University are those that present or represent the University's official academic, research and/or administrative programs, plans, and/or policies.

All web sites must conform to the SRU web policy and contain these elements:

1. The web page must be created using the University content management system unless a specific exemption has been approved by the Web Communications office.

2. The web page must be created using one of the provided templates/schemas, if applicable.

3. The web page must adhere to all web style/content guides, compliance items, and web standards.

4. Institutional sites and pages that exchange money or secure information are subject to additional requirements and review.

IV. Non-institutional websites and pages

Non-institutional Web sites and pages at Slippery Rock University are those outside of the defined scope of Institutional Web pages, including but not limited to, personal Web pages of faculty; Web sites of non-University organizations hosted by the University as a courtesy or service; Web pages of student organizations; and academic Web sites and pages created for an individual faculty member. Examples of non-institutional web sites include: athletics, alumni, WSRU.
In order to be linked from the SRU domain, non-institutional sites and pages must be registered with the Web Communications Office, and include the following:

1. Contact information for the web contact person or site manager.

2. A link to an SRU disclaimer or the following text: “The views, opinions and conclusions expressed in these pages are strictly those of the page author. The contents of the site have not been reviewed or approved by Slippery Rock University.”

3. Non-institutional sites and pages linked from the SRU domain may not contain commercial speech, or exchange money or secure information.

Non-institutional websites and pages will be linked from www.sru.edu at the discretion of the Web Communications office.

V. Privacy Policy

SRU Web policy requires any site collecting personally identifiable information to provide a privacy policy statement describing how the information will be used. The statement or a link to it should be provided on the web page or domain requesting the information.

The collection and use of the information must comply with the University Institutional Privacy Policy, the Student Records provisions of the Student Code of Rights and Responsibilities and the Family Educational Rights and Privacy Act (FERPA) and its implementing regulations.

Institutional sites and pages which exchange money or secure information are subject to additional requirements and review by SRU’s Internal Auditor.

Transaction and security must be provided for protected information. Such security is subject to review or audit by SRU’s Internal Auditor.

E-mail addresses obtained as a result of a request to a University website will not be sold or given to private companies or other organizations for marketing purposes.

VI. Web Server Logs and Metrics

When someone visits www.sru.edu, internal servers automatically collect and store limited information about the visitor’s computer connection to the Internet.

The information collected allows Slippery Rock University to make the site more useful to visitors. Slippery Rock University does record some or all of the following information:

1. The Internet Protocol address (IP address) of the machine a visitor used to access the website. A visitor’s IP address is a number that lets computers attached to the Internet know where to send data. A visitor’s IP address does not identify them personally.

2. The date and time a user visited www.sru.edu.
3. The pages visited on [www.sru.edu](http://www.sru.edu).

4. The Web browser, type of computer and operating system used to access [www.sru.edu](http://www.sru.edu).

5. A list of files downloaded or viewed

6. The amount of time spent viewing files

This data DOES NOT contain any personally identifiable information. Data is used to analyze website traffic and make improvements to [www.sru.edu](http://www.sru.edu).

Slippery Rock University advertises with Google Remarketing, displaying ads across the web to users who may have visited the Slippery Rock University's website in the past or have shown interest in specific information within the site.

1. Slippery Rock University utilizes cookies to track information unique to each visitor including pages visited and past site activity in order to provide better service when users return to the site as well as provide a better user experience in the future.

2. Third-party vendors, including Google, may use cookies to serve ads on sites across the internet based on past activity and visits to [www.sru.edu](http://www.sru.edu).

Visitors may opt out of Google's use of cookies by visiting the [Ads Preferences Manager](https://www.google.com/settings/ads/). Alternatively, you may opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](https://www.networkadvertising.org/). 

**VII. Web Directory Services**

Faculty, staff and student directory services provided through sru.edu are to be used exclusively to advance SRU's mission of education, research and scholarship for use by prospective students, parents, current students, faculty and the staff of Slippery Rock University.

Any person accessing or establishing a connection to SRU directory services is a User. Any conduct by a User that, in SRU's discretion, restricts or inhibits any other User from using or enjoying the SRU directory services will not be permitted.

A User shall use the SRU directory services for lawful purposes only. Use of the directory services for commercial, political, or nefarious purposes, including any sort of solicitation, is prohibited. A User shall not use the SRU directory services to access information to advertise or perform any commercial or political solicitation or obtain personal economic benefit, including, but not limited to, the solicitation of users to become users of other online information services.

SRU reserves the right to terminate a User's right to use these directory services and/or seek damages if the service is utilized in a manner not intended."

**VIII. Copyright**
Many publications, photos and art work are protected by copyright law.

1. Federal copyright and trademark rules and regulations (www.copyright.gov/title17) must be observed.

2. Adhere to university policy regarding copyright.

3. Include this copyright designation in the footer of web pages: © Slippery Rock University.

4. Note that Slippery Rock University is the copyright holder and not the individual department, college, etc.

IX. Compliance

The Web Communications Office has responsibility for monitoring compliance with this policy document when it receives reports or complaints about possible breaches. If it is believed the complaint is justified and that a web asset is not in compliance, the Web Communications office will remove/remediate the web asset (at the discretion of the office) or contact the responsible content person to facilitate changes that bring the asset into compliance.