WEBSITE POLICY

Purpose

The goal of the sunysullivan.edu website is to ensure that SUNY Sullivan is delivering a contemporary, user-focused, and accessible website, with the provision of clear and accurate information to all website visitors. For many visitors, particularly prospective students, the main SUNY Sullivan website presents a crucial first impression of SUNY Sullivan. As such, the website must:

- Clearly communicate SUNY Sullivan's brand and central marketing messages
- Provide information about the College's programs and courses, academic and social activities, faculty, staff, and students
- Quickly and efficiently engage target audiences
- Present relevant, compelling, accurate, and timely information
- Serve as a replacement for traditional publishing methods, consistent with our mission to promote sustainability at the college.
- Promote collaboration, community, and innovation

The College seeks to serve these goals and preserve academic and intellectual freedom while recognizing that, by hosting material on its website, it acquires responsibilities and potential liabilities. The policies in this document are designed to address this balance and promote responsible and effective use of the web.

Legislation Affecting Websites

Federal, state, and local laws have an impact on what may be included in material on the web. These laws fall into five general areas:

1. Copyright laws provide protection for the benefit of those who create intellectual property. Complex and fluid laws apply to almost all visual, aural, or written material. Assume that if you did not create the material, it is protected, and you may not use it without written permission. That written permission must be filed with the Communications Department. This applies to photographs, printed matter of any type, video, audio, software, scanned material, logos, trade/service marks and phrases, and material from other websites. Alternatively, you may create links to other web pages or sites, providing access to material while also avoiding the problems of copying.

2. Privacy regulations protect individuals from invasion into their personal lives. A person has a right to go through life without having their image or activities published or commented upon. Certain public figures have lesser protections, but caution should be exercised. Of particular concern to the College is the Family Education Rights and Privacy Act, which prohibits the disclosure of virtually all information about students without permission.
3. Libel and slander laws are designed to protect individuals and groups from harm created by published information that is false. For materials to be libelous or slanderous, they must cause harm, be false, and the publisher must intend the harm. The courts have held that recklessness (not checking the truth of statements) can be considered intent. Certain public figures have lesser protections, but caution should be exercised.
4. Pornography/obscenity statutes are intended to protect the public from explicit sexual material. Interpretation of these laws has been troublesome at best, especially when the laws are local. The Internet is the focus of competing regulatory vs. unrestricted speech debates, which are unlikely to be resolved soon. Common sense dictates that any sexually explicit material be approved by the College prior to placement on College website(s).
5. Regulations designed to make web pages/sites accessible to those with disabilities are being promulgated. As these are instituted, efforts to reach compliance with SUNY standards (https://www.suny.edu/web-accessibility) will be required.

Roles & Responsibilities

Business & Content Owner - Communications Department

The Communications Department is responsible for the strategic direction of the sunysullivan.edu website, which is controlled solely by the College to advance the College's mission of providing a wide range of higher education services, continuing education, student and community services, and cultural offerings to various constituencies.

Content is maintained by the Communications Department, external contractors, and SUNY Sullivan employees, either as Web Content Contributors or as an employee who has been granted Privileged Access.

Technical Owner – Information Technology Department

The SUNY Sullivan IT Department is responsible for the ongoing security, reliability, and hosting of the sunysullivan.edu website (housed with WPengine, a cloud-based managed WordPress hosting provider), to include technical maintenance.

Web Content Standards

To maintain consistency and quality across all pages of the sunysullivan.edu website, all content, files, and digital assets will adhere to the official College style guide, using established standards and best practices. Photographs must be of high quality, good composition, appropriate lighting, using flattering images of students, and meeting all FERPA regulations for student privacy. When developing and publishing content to the sunysullivan.edu website, ensure the below guidelines are considered.

External Links

Links to external commercial and non-commercial sites must be appropriate to the mission and purpose of the College and department. External links from College pages can link to a commercial site only if the site is being used as an educational resource, rather than a way to compete with local businesses or as a source of College or personal revenue.

- Links to commercial sites cannot interfere with existing College contracts.
- The Web Content Contributor should assess links at regular intervals to check for dead links, missing pages, and links to unacceptable material.
- All external links are subject to review and approval by the Communications Department.

Advertising

Except as otherwise expressly noted, advertising by external agencies is not permitted on the sunysullivan.edu website. The sunysullivan.edu website is not to be used to promote or execute commercial or for-profit endeavors. In addition, using College web resources for personal financial gain is not permitted.

Fundraising

Non-SUNY Sullivan-related fundraising may not be conducted on the sunysullivan.edu website.

Accessibility

SUNY Sullivan strives to make its pages compliant with New York State Accessibility Guidelines and federal laws such as the Americans with Disabilities Act. Several sites offer guidelines and insights regarding page flexibility and layout considerations to ensure accessibility. The following sites offer helpful information:

- World Wide Web Consortium's Web Accessibility Initiative – https://www.w3.org/WAI/

- Federal Standards for Electronic and Information Technology – https://www.justice.gov/crt/vi-accessibility-standards-electronic-and-information-technology-accessibility-standards
- Section 508 of the Workforce Rehabilitation Act (29 U.S.C. 794d) – https://www.section508.gov/
- New York State Accessibility of Web-Based Information and Applications – https://its.ny.gov/document/accessibility-web-based-information-and-applications-compliance-reporting

Copyright

SUNY Sullivan retains the copyright on all video, animation, text, photos, and graphical images used on the sunysullivan.edu website and on its third-party sites (e.g., Facebook), whether contributed by end-users or SUNY Sullivan, unless otherwise noted. These are considered assets of SUNY Sullivan and may not be used by others for any purpose without the prior express written permission of SUNY Sullivan.

The name *SUNY Sullivan a*nd its symbols and logos are trademarked and owned by SUNY Sullivan and should not be used without the prior express written permission of SUNY Sullivan.

Note that SUNY Sullivan has no control over off-campus websites and internet resources linked to our servers, and SUNY Sullivan is not responsible for their accuracy or content.

Privacy

When you use the sunysullivan.edu website, SUNY Sullivan uses common web technologies to automatically gather and store non-personally identifiable user data about your visit. Usage data may include information such as the type of device used, your device's Internet Protocol address (e.g., IP address) or unique ID, operating system, browser type, browser version, the pages you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

None of the foregoing information is deemed to constitute personal information.

For information on SUNY Sullivan's website privacy policy, visit https://sunysullivan.edu/privacy_policy/. For more information about how to opt out of mobile browser tracking, visit the Network Advertising Initiative https://thenai.org/opt-out/mobile-opt-out/. For information about opting out, visit the Digital Advertising Alliance https://optout.aboutads.info/.

Policy Violations & Oversight

If in violation of policies, the College reserves the right to remove material posted on its web pages. The College also reserves the authority to restrict web access to employees who violate College policies. Ultimate responsibility, authority, and oversight of the sunysullivan.edu website and its resources resides with the Communications Department.

Limitation of Liability

The College and/or its respective agency partners, affiliates, licensors, and/or other representatives SHALL NOT BE LIABLE for any direct, indirect, special, incidental, consequential, exemplary, or punitive damages — or any damages whatsoever — resulting from use of or connection to the College's website and content, even if resulting in loss of use, data, profits, loss of other intangibles, loss of security of provided information, or unauthorized interception of any such information by third parties, even if the Institution had previously been advised of, or reasonably could have foreseen, the possibility of such damages, no matter how the damages arise (breach of contract, negligence, tortuous action, or other matters).