



Policy Number:	CS-1500-2013
Policy Title:	Web Posting and Electronic Notifications Policy
Policy Owner:	Chief Information Officer
Effective Date:	February 6, 2013

1. PURPOSE

This policy establishes a basis and sets forth expectations regarding Mohawk College's (the "College") authorized users of electronic communications and information published on Web servers owned and/or managed by the College. Consistent, applicable, and approved practices are essential to maintain the integrity and security of the College's information, and to protect the College, its brand, students, and employees.

The College expects authorized users to utilize its computing resources for the conduct and communication of College-related business. This policy is intended to establish and articulate consistent and acceptable best practices on the effective and acceptable use of electronic notifications and web publishing.

This policy does not replace other policies, procedures or guidelines concerning the use of specific IT Resources or data management but rather sets out a minimum standard of acceptable use.

2. APPLICATION AND SCOPE

This policy applies to all individuals who have been granted a User ID password and/or email account by the College. Namely, all full-time and part-time employees of the College; all active full-time and part-time students in good standing; and any other authorized person maintaining an agreed upon affiliation with the College.

This policy applies to all Web/ Electronic communication resources that are the property of the College, whether they reside on College property or are connected to, or a part of the College's information technology infrastructure.

This policy applies to all employees including faculty, students, contractors, consultants, and any other user of Web/ Electronic communication resources at Mohawk College. This policy applies to all Web/ Electronic communication resources that are owned or leased by Mohawk College and any personal equipment connected in any fashion to Mohawk College's data network.

3. DEFINITIONS

Confidential Information: Means information regarding any College-related activity not otherwise available to the public which has been created, communicated, or received by or within the College with the expectation that it remain confidential.

Electronic Notification:

Means notification made by the College by electronic means including but not limited to email using MS Outlook or messaging through the College Portal.

External Website:

Means a website that is publically accessible.

Internal Website:

An intranet is a website that is accessible by designated persons only requiring a password. The internal College Web Portal or intranet site is MoCoMotion.

Personal Information:

Means "recorded information about an identifiable individual, including:

- (a) information relating to the race, national or ethnic origin, colour, religion, age, sex, sexual orientation or marital or family status of the individual
- (b) information relating to the education or the medical, psychiatric, psychological, criminal or employment history of the individual or information relating to financial transactions in which the individual has been involved
- (c) any identifying number, symbol or other particular assigned to the individual
- (d) the address, telephone number, fingerprints or blood type of the individual
- (e) the personal opinions or views of the individual except where they relate to another individual
- (f) correspondence sent to an institution by the individual that is implicitly or explicitly of a private or confidential nature, and replies to that correspondence that would reveal the contents of the original correspondence
- (g) the views or opinions of another individual about the individual and
- (h) the individual's name where it appears with other personal information relating to the individual or where the disclosure of the name would reveal other personal information about the individual.

4. PRINCIPLES

Web Posting and Electronic Notifications are to be used for business purposes and all material should be presented in an appropriate business-like manner.

5. ACCOUNTABILITY AND COMPLIANCE

5.1 Accountability Framework

The Web Governance Committee develops this policy for Senior Management approval.

5.2 Compliance

The Chief Information Officer will monitor and ensure compliance

6. RULES

1. The College will not support, condone, or accept the following activities respecting Authorized Users;
 - a. Activities which violate this and other College Policies
 - b. Activities which violate Municipal, Provincial, or Federal laws
 - c. Activities that infringe on other's rights and freedoms; and
 - d. Commercial and personal business activities

As a general rule, Authorized Users shall only use Web Posting and/or Electronic Notification Posting for College Business. Specifically, Authorized Users shall not use Web Posting and/or Electronic Notification Posting for the following:

This includes but is not limited to:

- Personal advertisements, commercial activities, and business unrelated to the College;
- Displaying material containing nudity or pornographic material of any kind;
- Providing material that is offensive to the online community, including, but not limited to blatant expressions of bigotry, prejudice, racism, hatred, or profanity;
- Promoting or providing instructional information about illegal activities, or promoting physical harm or injury against any group or individual;
- Defaming any person or group;
- Promoting or soliciting for participation in multi-level marketing, pyramid schemes, or gambling;
- Conducting raffles or contests that require any type of entry fee that is not approved or sponsored by the College management;
- Displaying material that exploits children under 18 years of age;
- Using web page (or directory) as storage for remote loading or as a door or signpost to another homepage, whether inside or beyond Mohawk College other than conducting College business;

- Using web page for acts of copyright, trademark, patent, trade secret, or other intellectual property infringements, including but not limited to offering pirated computer programs or links to such programs, information used to circumvent manufacturer-installed copy-protect devices, including serial or registration numbers for software programs, or any type of cracker utilities;
 - Developing pages that consist of hyperlinks to content not allowed on Mohawk College website;
 - Displaying content for someone other than yourself or Mohawk College or allowing any Mohawk College webpage to be used by someone other than yourself or Mohawk College.
2. Use of these resources must be responsible, ethical, and lawful at all times. Authorized Users have a duty to ensure that their web publishing, electronic notification practices do not adversely affect others or expose personal or confidential information to inadvertent disclosure, theft, or loss.
 3. The use of College resources for personal gain or profit, including but not limited to the operation of any personal business, is prohibited. College IT resources must be used exclusively for College business. College IT resources may not be used for personal gain or profit; political or religious use; commercial advertisements; playing games; spamming of messages; broadcasting unsolicited e-mails, or any non-College information etc.
 4. Responsible Parties;

4.1 Mohawk College's Web Governance Committee

The Web Governance Committee is responsible for the Mohawk College homepage, A-Z index, sitemap, contact us, search, About Mohawk College, and Mohawk College's External Website, as well as for issues related to content, policy, accessibility, and connectivity for all web pages hosted on the Mohawk College network

4.2 Academic or administrative department or unit, Students, Faculty, Staff, and other professionals associated with the College

Each academic or administrative department or unit is responsible for the content and maintenance of its own website, pages, or channel/portlet, and for complying with established College web policies and guidelines. Maintenance in this connection means keeping existing content current, adding new content when necessary, deleting obsolete content, and making corrections.

Faculty, staff, qualified students, and other professionals associated with the College, who establish or have access to web pages hosted on Mohawk College network, are personally responsible for the content and maintenance of their web pages, and are required to comply with College policies, including content and design.

4.3 Other Mohawk College-affiliated web pages

Other Mohawk College-affiliated web pages are pages such as, but not limited to, MCACES, MSA. Any member of a project, group, organization or other unit that has a website affiliated with the College is responsible for the content and maintenance of its own website, and for complying with the established College web and other policies.

5. The College reserves the right to access and manage all information stored on or transmitted within the College computing infrastructure. Information stored within the College's computing infrastructure is the property of the College. The College will monitor the content and use of its websites and electronic notification to ensure that such use is consistent with the purposes, goals and policies of the College and with relevant legislation and regulations.
6. Authorized users must comply with copyrights, patents, intellectual property laws, contractual obligations and license agreements that may apply to software, files, graphics, documents and articles. Material published or submitted may be subject to copyright or otherwise restricted and all such material is subject to the College's Copyright Policy C140.
7. Every employee bears the primary responsibility to ensure all electronic communications/notification, and published postings are written and submitted in a professional and businesslike manner.

Non-compliance with College IT policies could result in disciplinary action.

7. POLICY REVISION DATE:

The Web Governance Committee in conjunction with the Chief Information Officer is responsible for monitoring this policy according to the schedule established by Corporate Services or more frequently as in response to feedback from the College community.

8. SPECIFIC LINKS

- **INFORMATION TECHNOLOGY;**
 - [C1020 - Information Technology Security](#)
 - [C1020 - Acceptable Use Guidelines](#)
 - [CRP1022 - Electronic Communications](#)
- **HUMAN RESOURCES - STAFF SERVICES;**
 - [H310 - Conflict of Interest](#)
 - [Code of Conduct](#)

- **ADVERTISING, MARKETING AND PROMOTION, COMMERCIAL ACTIVITIES;**
 - C125 - World Wide Web Page Policy
 - GC 4200–2013 Social Media Policy
 - Copyright Policy C140