UNSW recognises that policies, rules, guidelines and administrative material placed into the public domain of the University’s website may be of assistance to other organisations and universities as reference material or models. The University requests that when UNSW material is used in development of documents, the work done by the University is acknowledged by referencing the source of the ideas or written expression. For further information contact Debbie Gibson, Head of Policy Management at d.gibson@unsw.edu.au

August 2008:
At the request of the UNSW Media and Communications Unit, and following advice from the UNSW Legal Office, a new statement regarding use of the “UNSW” trademark has been added to Sections 6.8 (UNSW Policy Compliance) and 6.10 (Domain Naming).
This policy was developed by the Office of the Chief IT Architect, Division of Information Services (DIS) and a working party consisting of the following members:

- Tony Koppi - Director, EDTeC
- Ian McFarlane - Associate Dean, Science
- Geoff Gordon - Director IT, Commerce and Economics
- Russell Bastock - Web developer, DIS
- Brad Hall - Web Editor, Institutional Advancement
- Geoff Oakley, IT Manager, CSE
- Jenny Redston, Unisearch
- Adam Goc, Web Specialist, BSDS
- Paul Serov, Web coordinator, HR
- Alison Taylor, International Office
- Ken Klippel, University Library
- Debbie Osborne, Policy Management Unit
- Peter Ivanov - Network Operations Manager, DIS
- Jenny Beatson - Policy Officer, DIS
- Mark Fisher - Chief IT Architect, DIS
- Howard Fuller - Web Specialist, DIS (Chair)

It was then reviewed by the Equity and Diversity Unit, ICT Infrastructure Committee, the Academic Services and Policy Advisory Committees of the Academic Board.

Approved by the Academic Board on October 5 2004.

This policy will come into effect from December 2004

For information and assistance contact:

- IT Policy and Compliance Officer, extn 52885

This policy document replaces the following documents:

- Domain Name Allocation Policy 1998
- The Use of Non-UNSW Domain Names 1998
- Web Site Production and Maintenance Guidelines 1998
- Electronic Identity Standards 2002
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1 Introduction

The ever increasing reliance on UNSW websites as a means of communicating information and providing services has resulted in the need for an updated and consolidated University website policy.

This document is based on a set of principles governing websites (see Section 5) that are intended to ensure that the University’s web presence reflects positively on the institution.

The policy replaces all previous website policy documents within a single framework that is intended to provide more complete and clearer standards for the University to follow.

It is expected that all providers of internet content on UNSW-hosted sites will do so in a legal, ethical and responsible manner and in accordance with the attached standard “UNSW Website Acceptable Content Standard”. Sites may be monitored from time to time to ensure compliance with the Code.

While the University upholds the principles of academic freedom, it will not condone deliberate breach of its policies (and external legislative requirements) and will cooperate fully with the authorities in any investigations resulting from a breach. This may include the removal of a page or site, or in the case of serious and deliberate breach, may result in civil or criminal proceedings.

The policy is accompanied by a set of 6 Standards/Guidelines, which provide more detail for some requirements of the policy.

*It is acknowledged that some existing websites may not comply with this policy in full and that a period of 12 months from the release of the last standard will be allowed for site owners to review their site compliance and plan any necessary changes.*

While advice on aspects of this policy can be sought from the IT Policy and Compliance Officer in the first instance, a table of relevant University contacts for further advice and assistance has also been included (Section 8), given that this policy document involves many more aspects than just information technology.

Where a site owner decides for good reason (eg pedagogical imperatives, technical issues) that all or part of the site cannot comply with this policy, they should notify the IT Policy and Compliance Officer of the exception(s)
2 Scope

The table below gives a general indication of the applicability of the Website Policy. Given the proliferation of website types at UNSW, it is not possible to create a completely “one-size fits all” document. As stated in the Introduction, exemptions may be sought from parts of this policy on a case-by-case basis.

<table>
<thead>
<tr>
<th>Organisational Grouping</th>
<th>Web branding</th>
<th>Visual Design (** NOTE 2)</th>
<th>Website ownership &amp; management</th>
<th>Content management</th>
<th>Records capture</th>
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<th>Search engines and metadata</th>
<th>UNSW policy compliance</th>
<th>Legal compliance</th>
<th>Domain naming</th>
<th>Website hosting</th>
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<tr>
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<tr>
<td>Personal (staff/student)</td>
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<td>✓</td>
</tr>
<tr>
<td>Non-UNSW controlled or affiliated entity (hosted on the UNSW network)</td>
<td>✗</td>
<td>**</td>
<td>✓</td>
<td>x</td>
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<td>✓</td>
</tr>
</tbody>
</table>

* Note 1 – Although full branding not required, must retain identity with UNSW
** Note 2 – Recommended guidelines for Visual Design can be found at: http://www.its.unsw.edu.au/policies/docs/Nav_and_Content_VisDesign_v0.7FINAL.doc

Examples of website types:
Corporate – Corporate website;
Administration & Service Units – VC’s website, Facilities, Research Office;
Faculties – Faculty of Law; Faculty of Arts and Social Sciences
Schools – School of Accounting; School of Mathematics
UNSW Research Centres – Centre for European Studies, UNESCO Centre for Membrane Science and Technology;
UNSW Controlled Entities – Unisearch, NewSouth Global;
Personal (Staff/Student) – Any personal website created by a staff member or student;
Non-UNSW controlled or affiliated entities hosted on UNSW network – Student Guild, Student Union, Kingsford Legal Centre.
3 Terminology and Definitions

**Content Provider**
Author of webpage content. (This may or may not be the person who mounts the material on the webpage and subsequently maintains it).

**Corporate Website**
Any website which has a URL beginning www.unsw.edu.au. Example: http://www.unsw.edu.au/international/int/international.html is part of the Corporate website, while http://www.international.unsw.edu.au/ is not.

**Domain Name**
The unique name that identifies an Internet site. The UNSW domain is administered centrally by the Division of Information Services, which operates under world-wide protocols to create domain names.

**Metadata**
Metadata can be defined as information that describes website content. It can serve many purposes including describing how data is to be accessed or presented. For example, metatags are used to identify keywords that help search engines find a site.

**Non-UNSW Website**
A website that is owned by a non-UNSW entity but hosted on a web server in the UNSW network.

**Organisational website**
A website that is owned by or affiliated to a University entity such as the Corporate Website, a Faculty or School site, an Administrative unit site.

**Personal website**
A website on the UNSW network owned by or affiliated to an individual staff member or student.

**Site Owner**
A senior member of staff (eg Dean, Head of School or Administrative unit) who has overall responsibility for their unit’s organisational website, excluding personal websites. This person may delegate day to day responsibility to appropriate staff member(s) but retains overall responsibility. Personal websites are owned by the individual staff member or student and they are personally responsible for content on these sites.

**UNSW Website**
Any presence on the Internet that provides static / dynamic web pages, application services, portal services, discussion forums and file sharing etc that:
- Uses the domain unsw.edu.au; or
- Is branded as a UNSW website; or
- Officially represents a UNSW unit; or
- Is controlled or operated by any University unit or managed / affiliated entity

**Web site**
A collection of web pages stored upon and delivered by a particular web server.

**Web Page**
The basic unit of information on the World Wide Web, containing text and (increasingly) graphics and other media. Collectively, these pages form a web site. Every Web page is identified by a unique URL.
4 Guidelines for Use

This policy applies, to varying degrees (see Section 2 – Scope), to all websites hosted on the UNSW network and supersedes all other website policy documents.

There are three discrete levels of requirements that relate to Website policy, which are:

- Website principles.
- The policy statements.
- Related standards and guidelines.

The principles provide the overall approach or direction the University wishes to take in relation to management of UNSW websites. The policy statements provide a description of the specific requirements of the University in order to achieve what is set out in the principles. The related standards and guidelines (separate documents) provide more detailed ‘how-to’ instructions for users of the policy.

Note: Each standard will specify its applicability to different site levels, e.g., a standard may be mandatory for a major public-facing site, but not required or only recommended for a personal site.

The 5 associated standards/guidelines documents relating to the Website Policy are:

- UNSW Website Identity (Branding) Standard
- Navigation and Content: Visual Design Guidelines
- UNSW Website Accessibility Standard
- UNSW Website Acceptable Content Standard
- UNSW Website Domain Naming Standard

5 Website Principles

The principles on which UNSW’s website policy is based are:

1. Websites should present a cohesive view of UNSW.
2. Websites should be well maintained and managed.
3. Websites should be fit for purpose.
4. Websites should be accessible.
5. UNSW Websites must comply with UNSW policy.
6. Websites must comply with Federal and State legislation.
5.1 **Websites should present a cohesive view of UNSW**

The University will present an image of a cohesive organisation across all its websites while at the same time allowing Faculties, Schools and Service Units to differentiate themselves.

**Rationale:**

As a leading educational institution UNSW should have a web presence that provides:

- Strong local and international brand recognition.
- A consistent and professional UNSW image on the web.
- A positive user experience that includes good site useability for students, staff and visitors.
- Information and services that reflect sound editorial design and management

**Implications:**

- Site branding should be standardised and follow a consistent style.
- Where applicable, common navigation structures and terminology should be adopted.
- Site owners should have flexibility to present their own creative designs and content within the framework of the visual guidelines.

5.2 **Websites should be well maintained and managed**

Websites should be properly managed and maintained to ensure they reflect the values and professionalism of the University.

**Rationale:**

- UNSW websites represent a very public face of the University and should therefore be properly managed and maintained to uphold its reputation, values and image.

**Implications:**

- All organisational websites will have an owner, preferably at senior staff level, who is responsible for the site and content.
- Personal websites are owned by the individual staff member or student who created them.
- Site owners should ensure websites are regularly maintained with accurate and up to date content and site structures.

5.3 **Websites should be fit for purpose**

Websites should be built and populated with content that properly reflects the use and audience groups they are intended for.

**Rationale:**

- UNSW websites represent a highly visible face of the University and should therefore be built to meet University and audience group expectations.
Implications:
- Website owners should ensure their sites achieve a level of quality in structure, content and presentation commensurate with the site’s purpose and use, again with material being accurate and up-to-date.

5.4 Websites should be accessible

As far as is practicable, websites should be accessible by everyone regardless of any disability they may have, or the browser or assistive technology they may be using. The goal is to provide, as far as possible, the same experience to everyone.

Rationale:
- The University of New South Wales is committed to the goals of equal opportunity and affirmative action in education and employment. This includes the accessibility of information on its websites.

Implications:
- UNSW websites should be built to conform to the Web Accessibility Initiative (WAI), part of the World Wide Web Consortium (W3C), accepted worldwide as the standard.

5.5 UNSW Websites must comply with UNSW policies

Content published on UNSW websites will adhere to the University’s rules of governance and other related policies and guidelines.

Rationale:
- UNSW websites present a public face of the University and content published on a site must comply with all relevant governance processes, policies and guidelines.

Implications:
- Websites owners must consider related policies and University Rules when publishing content on a site. These include, but are not limited to: Rules Relating to Student Use of Computing and Electronic Communications Facilities, Student Misconduct, Equity and Diversity, UNSW Staff Code of Conduct, UNSW IT Security Policy etc.

5.6 Websites must comply with relevant Federal and State legislation.

Rationale:
- UNSW is required under its governance to comply with a range of State and Federal legislation

Implications:
- All website owners (including non-UNSW entities’ sites hosted on UNSW networks) are required to comply with relevant legislation (Federal and State) and other legally binding agreements entered into by the University.
- Legislative controls include, but are not limited to: use of copyright materials, privacy, record capture, defamation, harassment, vilification, anti-discrimination, use of offensive materials.
6  Policy Statements

Where applicable, all UNSW websites should comply with the following policy statements (and related standards/guidelines documents where these exist),

Each of the following 11 policy statements is preceded by a table listing the principle associated with each statement, its applicability, and whether it has a relevant Standard or Guideline.

6.1  Web Branding and Visual Design

<table>
<thead>
<tr>
<th>Related principles:</th>
<th>5.1 Cohesive view</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy applicability:</td>
<td>Corporate, Faculty, Service and Unit-based sites</td>
</tr>
</tbody>
</table>

6.1.1  UNSW Branding

Consistent UNSW branding should be used on all University websites. A blueprint to be adopted for major UNSW websites is detailed in the related document, UNSW Web Identity (Branding) Standard.

After consultation and agreement with relevant stakeholders, this standard requires **Corporate, Faculty, Administrative and Service Unit** sites to adopt:

- Site level branding that is integrated with consistent UNSW branding;
- Site owners to be responsible for information structures, content, visual creativity and overall site usability.

**Branding standards will be developed (in consultation) for Schools, Research Centres, School-level and similar sites.**

Where software packages or web applications (eg WebCT) are used to generate web pages, every effort should be made to incorporate University branding. However, this policy acknowledges that pedagogical imperatives and/or technical issues may preclude adherence to this standard.

Related University entities and personal websites will not be subject to the same branding and design requirements as Faculty, Service and Unit based sites and in some cases may be restricted in the branding that can be used.

6.1.2  Visual Design

The ‘Navigation and Content: Visual Design Guidelines’ will provide recommended approaches to visual design components of UNSW websites, such as the use of common terminology and site navigation designs where applicable.

6.2  Website Ownership and Management

<table>
<thead>
<tr>
<th>Related principles:</th>
<th>5.2. Maintained &amp; Managed, 5.5. UNSW policy and 5.6. Legislation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy applicability:</td>
<td>All websites</td>
</tr>
<tr>
<td>Relevant standard(s)</td>
<td>n/a</td>
</tr>
</tbody>
</table>
All Organisational websites must have a business owner who is expected to be in a senior management position (e.g. Dean, Head of School, Unit Director etc) responsible for the site and content. Day to day responsibility may be delegated to an appropriate staff member.

- A contact link should be clearly displayed on all content pages (this may be to the site owner or authorised delegate).
- Personal websites should display the name of the site owner and the organisation unit they belong to, and must include a contact link.
- Business and personal site owners/delegates are responsible for the website fully complying with the UNSW website policy.
- Site owners or their delegate(s) may monitor sites from time to time (including discussion forums, chat rooms, guestbooks etc) to ensure no inappropriate content is published.

- Inappropriate content includes copyright-infringing; defamatory; discriminatory; racist; pornographic and other offensive materials; promotion or conduct of unauthorised personal business activities.

### 6.3 Content Management

**Related principles:** 5.2 Maintained & Managed, 5.3 Fit for purpose, 5.5 UNSW Policies; 5.6 Federal and State Legislation

**Policy applicability:** All websites

**Relevant standard(s)**: UNSW Website Acceptable Content Standard

#### 6.3.1 General

- Websites should be regularly maintained with accurate and up to date content and site structures.
- Information structure should be relevant to, and based on, site audience needs.
- Faculty and Schools should use consistent high level information structures and terminology (i.e. Future Students, Current Students, Alumni, Research, Staff).
- Appropriate record-keeping should be practised where applicable (see 6.4).
- Website should be accessible by assistive technologies and a variety of browser types.
- In general, content should be appropriately formatted for the web and not simply scanned from paper documents.
- To avoid duplication and additional site maintenance, include links to original material where possible rather than reproduce material on a site.
- To assist in identifying target audience and improving site, it is recommended that access logs be generated and regularly reviewed.

#### 6.3.2 Links to External Sites

In general terms, a simple link to a reputable external site is acceptable (as long as the site itself does not breach copyright, Anti-Discrimination and other relevant legislation; or display pornographic, offensive or other unlawful material).
Website owners must not knowingly place (or allow the placement of) external links that breach University or government legislation, or in any way cause embarrassment or loss of reputation to the University. Such links must be removed immediately on detection.

### 6.4 Records capture

**Related principles:** 5.5 UNSW policy; 5.6 Legislation  
**Policy applicability:** All websites except personal and non-UNSW entities  
**Relevant standard(s)** n/a (covered by UNSW Electronic Record-Keeping Policy)

In accordance with the State Records Act, records should be captured for site pages according to the business function and activity to which they relate. Records of advice provided online will need to be kept for different periods of time, depending on the business activity, (e.g. course availability, admission criteria, lists of fees and charges).

These records need to be kept in a proper (compliant) records management system and kept for the prescribed period for the particular content being captured. Records may be captured by a number of means including:

- Content management systems (where used), configured to capture relevant records;
- Pages saved as a web archive into an electronic records management system, using metadata to provide information about the page;
- Copying site to tape and archiving;
- Where none of the above are available, printed and filed paper copies are acceptable provided clear rules are set for staff about what information is to be captured and that the necessary recordkeeping information is noted on each printout or stored in a document control system. (see UNSW Recordkeeping Policy, UNSW Electronic Recordkeeping Policy).
6.5 Commercial activities, advertising and sponsorship

Related principles: 5.5 UNSW policy, 5.6 Legislation
Policy applicability: All websites, except authorised and registered UNSW commercial activities,
Relevant standard(s) n/a

Commercial Activities:
The University has a formal process to evaluate, approve and register authorised UNSW commercial activities, details of which are available from the Legal Office. Only fully-authorised and registered UNSW commercial activities are permitted to use UNSW websites for the purpose of advertising, establishing or conducting their business activities.

Advertising:
The use of UNSW websites (organisational or personal) to advertise, establish or conduct private business activities is strictly forbidden.

Acknowledgement of Sponsorship:
There are various reasons why acknowledgement of a commercial linkage or sponsorship (or goods and services provided by that party) may need to be made on UNSW websites. In some cases, acknowledgement may be required by the party as a condition of providing money, goods or services, or; the use of the proprietary software on which a core function of the page is based (eg a link to a particular search engine).

Acceptable forms of acknowledgement on a UNSW website are:
- text acknowledging the support provided; and
- the display of:
  - Company name
  - Link to Company website

The use of external company logos on all UNSW publications (electronic and print) is restricted to special and demonstrated need. Approval for the display of company logos should be sought from the Marketing Services Manager, Division of Institutional Advancement, UNSW.

Any further endorsement or promotion of the goods and/or services of external commercial parties on UNSW websites is not permitted.

Links to External Sites:
In general terms, a simple link to a reputable external commercial site which advertises/sells products or services is acceptable (as long as the commercial site itself does not breach copyright, Anti-Discrimination and other relevant legislation; or display pornographic, offensive or other unlawful material).

Website owners must not knowingly place (or allow the placement of) external links that breach University or government legislation, or in any way cause embarrassment or loss of reputation to the University. Such links must be removed immediately on detection.

Further advice may be obtained from the Corporate Web Site Coordinator, Division of Institutional Advancement.
6.6 Accessibility

**Related principles:** 5.4 Accessibility  
**Policy applicability:** All websites (recommended for personal and non-UNSW entities).  
**Relevant standard(s)** UNSW Website Accessibility Standard

As far as is practicable, websites should be accessible by everyone regardless of any disability they may have, or the browser or assistive technology they may be using. The goal is to provide, as far as possible, the same experience to everyone.

To achieve this, website developers are required to adhere to the following:

- UNSW websites should be built to conform to the Web Accessibility Initiative (WAI) standard, (www.w3.org/WAI) part of the World Wide Web Consortium (W3C);
- Sites should be optimised for viewing by the most common browser types.
- Pages and graphic elements should be designed for an optimal user experience for users with access to 56k modems.
- Sites should be regularly tested for accessibility using a tool such as ‘Bobby’ (http://bobby.watchfire.com/bobby/html/en/index.jsp)

Where these baselines cannot be met (eg due to pedagogical imperatives, software or application limitations), this information should be included with course information so that students have advance notice of the limitations.

Refer to UNSW’s Website Accessibility Standard for a detailed specification.

Compliance for personal websites is highly recommended, but not mandatory.

6.7 Search Engines and Metadata use

**Related principles:** 5.3 Fit for purpose  
**Policy applicability:** All websites except personal and non-UNSW entities  
**Relevant standard(s)** Navigation and Content: Visual Design Guidelines (Section 6)

Website business owners should determine whether a search engine is required within their site. At present, two recommended options are available within the University:

- Use of “Google” for general purpose websites eg the Corporate Website;
- Use of “Verity” for special purpose websites eg Online Handbook or sites with large complex metadata indexing eg the University Library.

A common approach to labelling and describing content should be used to ensure more successful and consistent results are delivered from search engines housed both internally and externally to the University. Requirements and implementation approaches are documented in the UNSW Content Identification and Search Engine Optimization Guidelines.

Website owners should adopt these guidelines according to site purpose and enter the required content labels for all pages on their sites.
6.8 **UNSW Policy Compliance**

*Related principles:* 5.5 UNSW Policy  
*Policy applicability:* All UNSW websites  
*Relevant standard(s):* UNSW Website Acceptable Content Standard

UNSW websites present a public face of the University and are required to comply with all relevant University governance processes and policies.

It should also be noted that: "UNSW" is a registered trademark owned by the University. In order to maintain the integrity of the UNSW name, **the use of "UNSW" in a website domain name requires adherence to the UNSW Website Policy**, regardless of whether:

a) the site is internally or externally hosted; or

b) the site uses unsw.edu.au, unsw.com, unsw.net, unsw.org or any other "UNSW" domain variation.

Websites are required to display a link to the UNSW Corporate Privacy Statement and Copyright and Disclaimer. (Links to these are located on the University’s Home Page).

Website owners should be aware of at least the following UNSW policies when building or maintaining websites:

- Rules Relating to Student Use of Computing and Electronic Communications Facilities,
- Equity and Diversity Policy Statement;
- UNSW Code of Conduct;
- UNSW Intellectual Property Policy
- Responsible Copyright Practices at UNSW,
- UNSW Privacy Management Plan;
- Student Misconduct Rules;
- UNSW IT Security Policy

6.9 **Legal Compliance**

*Related principles:* 5.6 Legislation  
*Policy applicability:* All websites (UNSW and non-UNSW)  
*Relevant standard(s):* UNSW Website Acceptable Content Standard

All websites (UNSW and non-UNSW entities hosted on UNSW networks) must comply with legislation (Federal and State) and other legally binding agreements entered into by the University.

Website owners should be particularly mindful of the following when building or maintaining websites:

- Privacy Act 1988 (Commonwealth)  
- Privacy and Personal Information Protection Act 1998 (NSW)  
- Copyright Act 1968 (and subsequent amendments)  
- Internet Content Codes of Practice (Australian Broadcasting Authority)  
- Federal and State Anti-Discrimination Legislation (full list appears in Section 7 of this document)  
- Education Services for Overseas Students Act, 2000 (ESOS)
Website owners must also ensure sites for which they are responsible do not make publicly available material which would be refused classification, or classified as “X”, under the existing National Classification Code for Publications developed by the Office of Film and Literature Classification. Further information and a copy of the Classification Code are included in the Acceptable Content Standard.

The use of copyright material online for genuine teaching or research purposes must be directed through the Library’s Digitisation Service so that the material is communicated from the Library’s server. Current legislation imposes limits that apply across the University as a whole, so it is necessary to keep a central record of what is made available online. The Library’s Digitisation Service may be accessed at: http://info.library.unsw.edu.au/osd/using/reserve.html

6.10 Domain naming (UNSW and non-UNSW Domain Names)

Related principles: 5.1 Cohesive view, 5.2 Managed and Maintained
Policy applicability: All websites
Relevant standard(s) UNSW Domain Naming Standard

- Allocation of both UNSW and non-UNSW domain names is managed centrally by the Data Networks and Services Unit of Information Services. Domain names are only allocated to organisational groups or units (ie not to individuals) affiliated with UNSW.

- Proposed domain names for web sites should be:
  - short, meaningful and consistent with the purpose of the site;
  - available for use (ie not registered to another user or group)

- Applications for domain names should conform to the eligibility guidelines detailed in the UNSW Domain Naming Standard.

- UNSW domain names should be used in the majority of cases except where there is a specific need for a non-UNSW domain name (such as a collaboration across universities, particular marketing or branding requirements, etc)

- Applications for a domain name are made to the Enterprise Service Desk, or to the applicant’s delegated sub-domain where authorized name servers are in operation. Application details are contained in the UNSW Domain Naming Standard.

- Authorisation to use a particular name, and how naming conflicts are resolved is detailed in the UNSW Domain Naming Standard.

- **USE OF UNSW TRADEMARK:** "UNSW" is a registered trademark owned by the University. In order to maintain the integrity of the UNSW name, the use of "UNSW" in a website domain name requires adherence to the UNSW Website Policy, regardless of whether:
  a) the site is internally or externally hosted; or
  b) the site uses unsw.edu.au, unsw.com, unsw.net, unsw.org or any other "UNSW" domain variation.
6.11 Website hosting

Related principles: 5.1 Cohesive view, 5.2 Managed and Maintained, 5.6 State & Federal Legislation
Policy applicability: All websites except personal.
Relevant standard(s) n/a

6.11.1 General

In accordance with the UNSW IT Security policy, website hosting infrastructure should have a risk analysis performed, and should be redundant to an acceptable level of risk for the sites being hosted. Points to be considered are:

- Operating System platform, software and hardware components should be in line with the systems policies of the hosting department and the skills of its systems administration staff.
- Should adhere to the security standards of the hosting department and the University (physical, network, systems, access).
- Environment supported by adequate backup and disaster recovery processes and procedures to ensure service level compliance.
- Must comply with hardware and software licensing requirements.

For key university, faculty, school and application front-end sites requiring high availability, these additional points should be considered:

- Physical architecture to support automatic failover where possible.
- Redundant hardware components to prevent single point of failure (dual power supplies, mirrored or RAID configured disks, etc).
- Supports performance that satisfies any service level agreements.
- Physical environment supported by a UPS for power reliance.
- Appropriate performance and usage statistics collected.
- Supported by well documented administrative and operational procedures and appropriately skilled administration staff.
- Provides failure alerts and notifications.
- Isolated from testing and development environments if necessary.
6.11.2 Hosting of External Sites

As a member of AARNET, the University is obliged to comply with strict regulation of the types of external websites it may host. In very general terms, these should be not-for-profit organisations and must have a clear and demonstrable linkage to the research, educational or administrative functions of the University.

In particular, AARNet advises that members (ie UNSW) “should not publish material in circumstances where they have no control over its content and which could result in AARNet members (ie UNSW) being liable”.

Site owners hosting, or wishing to host external sites, should advise (via the Service Desk, ext. 51333) the Data Networks and Services Unit, who will maintain a University register of such sites.

Further information may be obtained directly from AARNet’s Access Policy, located at: http://www.aarnet.edu.au/services/accesspolicy.html

7 Related documents referenced in this policy

Related Standards and Guidelines

- UNSW Website Identity (Branding) Standard
- UNSW Website Navigation and Content: Visual Design Guidelines
- UNSW Website Accessibility Standard.
- UNSW Website Acceptable Content Standard.
- UNSW Website Domain Naming Standard.

Related Policy/Legislation

- Rules Relating to the Use of Computing and Electronic Communication Facilities at the University of New South Wales,
  http://www.infonet.unsw.edu.au/poldoc/rulcomp.htm
- UNSW Code of Conduct,
  http://www.hr.unsw.edu.au/poldoc/codecond.htm
- Privacy and Personal Information Protection Act 1998 (NSW),
- Privacy Act 1988 (Commonwealth),
- UNSW Intellectual Property Policy,
  http://www.infonet.unsw.edu.au/poldoc/ippol.htm
- UNSW Privacy Management Plan,
http://www.privacy.unsw.edu.au/pmp.htm

• Student Misconduct Rules,
  http://www.infonet.unsw.edu.au/poldoc/stumis.htm

• Responsible Copyright Practices at UNSW
  http://www.copyright.unsw.edu.au/

• Copyright Act 1968

• Internet Content Codes of Practice – Australian Broadcasting Authority
  http://www.aba.gov.au/internet/industry/codes/content/printer.htm

• UNSW Equity and Diversity Policy Statement
  http://www.infonet.unsw.edu.au/poldoc/equity.htm

• Commonwealth Racial Discrimination Act, 1975

• NSW Anti-Discrimination Act, 1977 (and related legislation)

• Commonwealth Human Rights and Equal Opportunity Commission Act 1986

• Commonwealth Sex Discrimination Act 1984

• University of New South Wales Act 1989
  http://www.infonet.unsw.edu.au/act.htm

• ACT Human Rights Act 1991 (applies at University College, Australian Defence Force
  Academy)

• Commonwealth Disability Discrimination Act 1992

• UNSW Electronic Record-Keeping Policy

• UNSW Record-Keeping Policy

• UNSW IT Security Policy
  http://www.dis.unsw.edu.au/policies/index.html

• Education Services for Overseas Students Act, 2000 (ESOS)

• NSW Crimes Act, 1900 (and subsequent amendments)

• NSW Occupational Health and Safety Act, 2000

- UNSW Library Digitisation Service
  http://info.library.unsw.edu.au/osd/using/reserve.html

- AARNet, Access Policy

**Table of University Contacts**

(for further information and assistance on matters contained in this policy)

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<thead>
<tr>
<th>Topic</th>
<th>University Contact</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Enquiries</td>
<td>IT Policy and Compliance Officer</td>
<td>X 52885</td>
<td><a href="mailto:j.beatson@unsw.edu.au">j.beatson@unsw.edu.au</a></td>
</tr>
<tr>
<td>Equity, Accessibility</td>
<td>Equity and Diversity Unit</td>
<td>X 54734</td>
<td><a href="mailto:equity-diversity@unsw.edu.au">equity-diversity@unsw.edu.au</a></td>
</tr>
<tr>
<td>Identity Standards, Branding, Sponsorship, External Logos, Advertising</td>
<td>Marketing Manager and/or Corporate Website Coordinator, Division of Institutional Advancement</td>
<td>X 53193</td>
<td><a href="mailto:brad.hall@unsw.edu.au">brad.hall@unsw.edu.au</a></td>
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<tr>
<td>X 53673</td>
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<tr>
<td>UNSW Policies, FOI, Privacy, Copyright Recordkeeping</td>
<td>Policy Management Unit</td>
<td>X 52860</td>
<td><a href="mailto:copyright@unsw.edu.au">copyright@unsw.edu.au</a></td>
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<tr>
<td>X 52596</td>
<td></td>
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<td><a href="mailto:foi@unsw.edu.au">foi@unsw.edu.au</a></td>
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<tr>
<td>X 52622</td>
<td>UNSW Library</td>
<td></td>
<td><a href="mailto:k.talmacs@unsw.edu.au">k.talmacs@unsw.edu.au</a></td>
</tr>
<tr>
<td>Legal Issues, External Legislation</td>
<td>UNSW Legal Office</td>
<td>X 52701</td>
<td><a href="mailto:legaloffice@unsw.edu.au">legaloffice@unsw.edu.au</a></td>
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