

HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES

Chapter 5	Information Management & Services	Effective:	September 2006
Section 5.9	Publishing on the World-Wide Web	Revised:	
Policy 5.9.3	Standards for Web Pages	Responsibility:	Vice President and Chief Information Officer

STANDARDS FOR WEB PAGES

Policy

Pages published in the uthscsa.edu domain will adhere to the following standards in addition to specialized guidelines about accessibility in the *Handbook of Operating Procedures* (HOP), [Section 5.9.4](#), "Web Accessibility", and privacy in [Section 5.9.5](#), "Web Privacy Policy", of the HOP. The pages will:

- Display the official University seal or logo
- Contain the name of the entity publishing the page
- Comply with copyright laws
- Include the dates of preparation or latest revision
- Include the Web site publisher's e-mail address
- Contain one of the following disclaimers on the site's main page:

[Disclaimer #1]

Links provided from Health Science Center pages to other Web sites do not constitute or imply an endorsement of those sites, their content, or products and services associated with those sites.

[Disclaimer #2]

Material and links provided by Health Science Center 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.

- Provide consistent navigation from the Health Science Center home page
- Link back to the University home page
- Link back to department home page

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- Contain a search box on each home page

University web pages are subject to review/edit by the University Webmaster, the Legal Affairs Office, the Information Security Office, and administrative entities within the University to protect the University from legal challenges related to:

- Compliance with state and federal laws
- Copyright infringement
- Software patent violation
- Intellectual property rights
- False advertising and malfeasance
- Misleading or defamatory portrayal of the work or character of people, groups, organizations, or other parties
- Potential security breaches

Web pages may not include content that:

- Promotes illegal activity
- Denigrates anyone or creates a hostile or threatening environment
- Includes offensive, objectionable material or language, or links to sites that contain offensive or objectionable material or language
- Features copyrighted materials without appropriate written approval
- Features promotional materials, advertising, or publicity to benefit or advance commercial entities or businesses for personal gain that are unrelated to the University's missions.

Web site publishers may accept sponsorship acknowledgements. The

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University of Texas System defines acknowledgements in [Policy UTS 122](#), "*Guidelines for Web site Solicitation*" Web site publishers may not accept paid advertising. Paid advertising is any text and graphical display placed on a University web page for the purpose of generating revenue. Advertising is defined as any web-page display that promotes a commercial product or service. Use of "click-throughs," where payment is based on redirecting users, is specifically prohibited.
