

Policy Title:	Website Access, Use and Maintenance		
Category:	<input type="checkbox"/> Institutional - Board	<input type="checkbox"/> Academic - Administrative	
	<input checked="" type="checkbox"/> Institutional - Administrative	<input type="checkbox"/> Employment - Administrative	
Approved by:	<input type="checkbox"/> Board	<input checked="" type="checkbox"/> President	
Date approved:	April 25, 2019	Effective date:	April 25, 2019
Policy Sponsor:	Associate Vice President, Institutional Advancement & Communications	Date last reviewed:	April 25, 2019
Date of Mandatory Review (expiry date)	April 2024	Date of last revision of Procedures	April 25, 2019

1 POLICY

1. Access to the CMCC website(s):

- a. Third parties wishing to link to CMCC's website(s) or to include a copy of the CMCC logo on their website must seek written permission from the AVP Institutional Advancement and Communications. Permission maybe withdrawn at any time.
- b. The breadth of access to content on the restricted access site by each category of user is pre-determined by the Division Director responsible for each section of the website. Access to content is determined by individual and group information requirements and employment or volunteer responsibilities, and is subject to change without notice.
- c. At no time shall anyone having access to the restricted access site release their access information (ID and password) to anyone. Attempting to breach the security measures of the Restricted Access Site, i.e., hacking, will be subject to disciplinary action which will include, but not be limited to, termination of employment, revocation of membership rights or expulsion from the academic program.

2. Website content:

- a. All CMCC webpage content must be kept accurate and current. If information cannot be maintained, the out of date content on the site should be removed until such time as it can be updated. Time sensitive material is to be removed within one week of when it is no longer relevant.
- b. Content must be in accordance with CMCC policy and Canadian Copyright and Privacy laws. Those making content submissions are responsible for ensuring adherence to these policies and laws.
- c. CMCC copyright ownership for original content on the website is assumed and maintained, unless otherwise arranged in writing with the author as per CMCC's Intellectual Property Policy.
- d. All photographs, video, or other graphics must adhere to CMCC's Media Policy.

- e. All pages in the website must display a copyright statement. The copyright statement must use the following format:
Copyright © 2019 CMCC
All rights reserved
- f. Individual access to alter, update or remove material on the Restricted Access Site is at the discretion of the Content Owner for that section of the site. Individuals assigned this responsibility must complete website content contribution training.
- g. At no time will anyone copy, mirror, or otherwise reproduce intranet content without the written permission of the Content Owner and the copyright holder.

3. Links:

- a. Links to external websites may be included for informational purposes only and must not imply endorsement of their content by CMCC.
- b. Website pages (public or restricted access) shall avoid endorsing or giving the impression of endorsing non-CMCC services and products. This applies to the placement of logos, advertisements, and product or service testimonials or recommendations.
- c. The acknowledgment of a third-party relationship, however, is acceptable as long as no recommendation or endorsement is made.

2 PURPOSE

To ensure that the content on all website pages, which includes those accessible to the public or to an internal stakeholder audience, are consistent with and adhere to relevant CMCC policies as well as Canadian copyright and privacy laws.

3 SCOPE

Employees, students, authorized restricted access site (intranet) users.

4 INFORMATION AND COMPLIANCE PLANS (not a comprehensive list)

The CMCC website is maintained by CMCC as a dynamic information centre for all of CMCC's stakeholders, including a restricted access site where viewing and content publishing permissions and are assigned. Given the unrestricted nature of the Internet and Internet of Things and the ease with which electronic files may be transmitted, CMCC must be cautious when writing or publishing material on the website to ensure that any statements, content or materials maintain the good reputation of CMCC. Content on all website pages must be consistent with, and adhere to, relevant CMCC policies as well as Canadian copyright and privacy laws.

5 RELATED POLICIES (not a comprehensive list)

- Copyright and Intellectual Property
- Media
- Privacy

6 DEFINITIONS

Access pertains to the depth and breadth of information available to each category of user. The CMCC website will function with two separate areas, providing users varying levels of access to information:

- a. The Public Access Site which will be accessible to all Internet users (cmcc.ca).
- b. The Restricted Access Site (intranet or extranet – currently MyCMCC) is accessible only to those designated as internal CMCC users by category such as students, faculty, staff, members and Board members. Access to information may also vary by category. Restricted access users will be required to create an account and log in to the site as needed for browsing, content contribution, etc.

Content pertains to all visible components of the website including words, logos, images (pictures or graphics), multimedia elements, self-contained programs and documents which can be viewed or downloaded by a visitor to the Public or Restricted Access Site.

Content owner is the person responsible for content on a particular web page.

Technical Considerations refers to the software (content management systems), computer programming and other technical aspects of managing the functional framework which ensures the efficient operation of the site.

New Policy Approved (date):

August 2006

Policy Revision History (dates):

April 25, 2019

-----**END OF POLICY**-----

7 PROCEDURES

A. Access

1. Public Access Site
 - a. Written requests from third parties wishing to link to CMCC's website or to include a copy of the CMCC logo on their website will be acknowledged.

B. Content

1. Access Rights By Users
 - a. Public Access Site
 - i. Under the direction and supervision of the Communications Project Lead a designated member or members of the Marketing and Communications team manage(s) all aspects of content on the public access site. Administration,

faculty or students wishing to have content changed or updated on the public access site may make submissions to their designated content contributor (each Division will have one or more designated content contributors) or to the Communications Project Lead or designate.

- ii. Requests to reproduce CMCC copyrighted materials found on its website must be received by the AVP Institutional Advancement and Communications in writing. Requests will be acknowledged.

b. Restricted Access Site

- i. Content contribution, management and maintenance on MyCMCC is the responsibility of the Content Owner to whom the content is relevant.

2. Multimedia

- a. Requests to reproduce CMCC photographs, videos, or other graphics must be received by the AVP Institutional Advancement and Communications in writing. Requests will be acknowledged.

C. Technical Considerations

The Division of Marketing and Communications in collaboration with the Division of Information Technology (IT) are responsible for the management of the CMS (content management system) upon which the website is built. The AVP Institutional Advancement and Communications will liaise with IT as needed to ensure that technology updates are applied as needed and that adequate technical support for customization of functionality is provided to the Marketing and Communications Lead or website user, either from IT applications support or a designated third party as necessary.

New Procedure (date):

August 2006

Procedure Revision History (dates):

April 25, 2019

8 ATTACHMENTS

None