Web regulation

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[1] Regulation owner: head(s) of the responsibility centre(s) in which the Regulation functions

[2] Regulation curator: head of the entity responsible for the implementation and maintenance of the Regulation or a designated member of staff from the particular entity

Contents

Definitions

Associated websites	Websites hosted within SU's domain, separate from the institutional website, for entities that are associated with the University but aren't primary brand entities.
Analytics tracker	A tool or system that monitors and records a website visitor's actions on a website to produce data for analysis and insights. The data tracked typically includes number of visits to a page, length of visit, clicks, etc.
API	Application Programming Interface: protocols that allow software to exchange data.
CCMD	Corporate Communication and Marketing Division
CMS	Content Management System: software that allows users to create, edit, manage, and publish content on a website.
Co-brands	Brands with which SU collaborates. Used for partnerships, sponsorships or situations where SU works with external entities, such as governmental research grants (e.g. National Research Fund) or a short course collaboration with a financial institution (e.g. Standard Bank).
Content owners	Individuals who manage website content for their area of responsibility.
Cookies	A text file stored on a website visitor's computer that contains information about the visit. Cookies help websites remember the visitor and their preferences.
Institutional website	The primary, public website of Stellenbosch University.
Custom domains	Domains that use .co.za or .com or .org.za or .org etc.
Domain	The unique name of a website on the Internet. SU's domains include su.ac.za, sun.ac.za, and other registered .ac.za owned by the institution.
Domain name panel	The domain name panel considers domain requests for associated sites, custom domains, and systems with a web interface. The panel consists of the SU brand custodian and institutional website custodian within CCMD, SU trade mark custodians, and IT architecture custodian.
GDPR	General Data Protection Regulation (European Union and United Kingdom)

Intranet	Websites or systems that are open to members of the University and others who are properly authenticated.
IT	Information Technology Division
KPIs	Key performance indicators
Member of the University	Any person permanently employed or under contract to SU, registered students and any others engaged in academic activities falling under the jurisdiction of the University; joint staff (employed, for example, in partnership with the Western Cape Department of Health); and any person formerly in any of the aforementioned categories whose work remains associated with the name of SU.
PASS staff	Professional and Administrative Support Services staff.
POPIA	Protection of Personal Information Act, Act 4 of 2013 (South Africa).
Primary brand entities	Managerial, functional, and operational entities such as professional and administrative support entities, faculties, schools, academic departments and academic entities within and alongside departments, namely centres, institutes, and schools (referred to as Type 1, 2 and 3 entities).
Shadow endorsed entities	Used for operational activities that provide an ancillary service to the University but require their own market profile, for example, African Sun Media or the Letting Office. These entities are not involved in the core activities of teaching and research.
Site owner	Individuals responsible for associated websites or subsites of the institutional website.
SSO	Single Sign-On. Where referenced, this specifically refers to the University's selected SSO method and provider.
Stand-alone brands	Brands that bear no overt visual connection to Stellenbosch University. Used for joint ventures with brands not officially sponsored or sanctioned by SU. For example: student societies or independent initiatives or projects by staff members or students. These include independent consulting, outside business activities, civic and volunteer work, and publications.
Strongly endorsed entities	Brands with visual or verbal endorsement that connects them to Stellenbosch University. Used for entities that have developed independent identities operating in the marketplace or industry, but which adhere to institutional guidelines. For example, the Bureau for Economic Research.

SU	Stellenbosch University
Sub-brands	Brands that link back to the primary brand of the University and support the University's brand equity. Used for selected entities with clearly defined audiences or competencies and notable equity of their own. For example, Maties Sport and the SU Language Centre.
Subdomain	A subsection of a domain, specifically where the subsection's name is placed before the domain, i.e. shop.su.ac.za.
Subfolder structure, or path	A web address structure where the subsection's name is placed after the domain or subdomain, i.e. www.su.ac.za/example, shop.su.ac.za/categories.
Subsites	A collection of webpages of an entity of the University that is part of the institutional website. The institutional website consists of multiple subsites.
Tracking pixels	Tracking pixels collect data about users such as webpages they visited or advertisements they clicked on. The data can be used to target advertisements to a user after they leave a website, or to track whether a user registered on a site or made a purchase after clicking on an advertisement.
Type 1, 2 and 3 entities	Academic entities other than faculties or departments, or equivalent faculty-based structures. As defined in the Rules on academic entities within, across and alongside departments (or equivalent faculty-based structures) and faculties (see **Related documents and resources**). Type 1: academic entity located in one or more department (or equivalent structure), known as centres or institutes. Type 2: academic entity located in one or more faculty, such as an academic department (or equivalent structure), known as centres, institutes, or schools. Type 3: academic entity that stands alongside faculties, known as institutes or schools.
Web solution	A comprehensive approach to the development, design, hosting, security and ongoing maintenance of a website.

Website	A collection of content (text, images, files), accessed through a web address, that covers a particular theme or subject. The content is made dynamic through functionality provided by a CMS and its approved plugins. A website's purpose is for visitors to consume information rather than actively engage via complex functionalities.

1. Introduction

The Web Regulation (hereafter also referred to as the "Regulation") sets standards and processes for the effective management of Stellenbosch University's web presence.

The University's institutional website and associated sites are primary communication and marketing channels that promote the University's reputation and brand identity, and supports attainment of the University's vision, mission, and strategy. The website landscape should therefore be managed effectively and efficiently to ensure that it meets the needs of the University and its audiences.

2. SU website landscape

SU's website landscape consists of the following environments:

2.1. Institutional website

2.1.1. The institutional website is the primary, public web presence of SU of which the target audience is external users (including prospective students and their parents, guardians or sponsors; private, public, and government entities; communities surrounding SU's campuses) as well as staff, current students, and alumni.

2.1.2. The institutional website is home to SU's primary brand entities, including professional and administrative support entities, faculties, academic departments, and formally approved academic entities located within, across and alongside departments and faculties, namely centres, institutes, and schools (referred to as Type 1, 2 and 3 entities) as well as research chairs.

2.1.2.1. Research groups that have not been approved as Type 1, 2, or 3 entities may have subsites on their faculty's subsite on the institutional website, with permission of the Faculty's Dean.

2.1.2.2. Entities with specific, niche functional requirements that are technically incompatible with the web solution may request the creation of an associated website.

2.1.3. Primary brand entities may not have websites that aren't part of the institutional website but have the same purpose and target audience as the institutional website.

2.1.4. The institutional website and its content management system (CMS) have been approved as the institutional web solution.

2.2. Associated websites

2.2.1. Associated websites are public-facing websites created separately from the institutional website. The following types of entities may have associated websites within SU's web landscape:

2.2.1.1. Approved strongly endorsed entities

2.2.1.2. Approved sub-brands

2.2.1.3. Centres hosted at SU for which non-alliance with a particular institution is contractually agreed to

2.2.1.4. Projects or entities that result from partnerships or sponsorships where SU works with external organisations and where co-branding between the partners has been approved

2.2.2. Should an entity's status change from the entities listed under point 2.2.1 to entities listed under 2.1.2, the entity will be required to migrate their content to the institutional website within three months of the change of status.

2.2.3. The entities listed under 2.2.1 may elect not to create an associated website and instead form part of the institutional website. The entity will be required to follow the provisions of the institutional website.

2.2.4. The entities listed under 2.2.1 may not have websites outside SU's domain.

2.2.5. Associated websites may only be created with the approval of CCMD, IT, and, where applicable, Innovation and Commercialisation.

2.2.5.1. Requests for associated sites must be raised through the CCMD service desk.

2.2.5.2. CCMD reviews the purpose, branding and design, functionality, and naming of associated sites.

2.2.5.3. IT reviews the implementation of non-functional requirements, including but not limited to access, integration, and security requirements.

2.2.5.4. Innovation and Commercialisation reviews domain name implementation against the background of SU's registered trade mark portfolio, if required.

Associated websites for student entities

2.2.6. The following student entities may have associated websites (public-facing websites created separately from the institutional website):

2.2.6.1. University residences

2.2.6.2. Commuter student communities (CSCs)

2.2.6.3. Clusters

2.2.6.4. Registered student societies

2.2.6.5. The Student Representative Council

2.2.7. The websites of student entities listed under 2.2.6 must include the following disclaimer in their footer:

> *Opinions are those of the site owner and do not necessarily reflect the opinions of Stellenbosch University. Stellenbosch University does not endorse the content of this website, has not verified the accuracy of information and is not responsible for any conclusions drawn or actions taken by a visitor to this website.*

2.2.8. The entities listed under 2.2.6 may not have their own subsites on the institutional website.

2.2.8.1. These entities may be listed on the appropriate subsite on the institutional website, along with a short description and a link to the entity's website.

2.2.9.   The student entities listed under 2.2.6 may not have websites outside SU's domain.

2.2.10. Associated websites for student entities may only be created with the approval of CCMD, IT, and, where applicable, Innovation and Commercialisation.

    2.2.10.1.   Requests for associated sites must be raised through the CCMD service desk.

    2.2.10.2.   CCMD reviews the purpose, branding and design, functionality, and naming of associated sites.

    2.2.10.3.   IT reviews the implementation of non-functional requirements, including but not limited to access, integration, and security requirements.

    2.2.10.4.   Innovation and Commercialisation reviews domain name implementation against the background of SU's registered trade mark portfolio, if required.

2.3. Intranet

The intranet refers to websites or systems used for internal communication and content sharing that are only accessible to authorised users. This Regulation does not apply to the Intranet.

2.4. Systems with a web interface

Systems with a web interface refer to software that is only accessible to authenticated users and that is accessed through an interface on the internet. Examples include SUNStudent and SUNLearn. Only sections of this Regulation that refer directly to systems with a web interface apply to such systems and interfaces.

3.   Application of regulation

3.1.   This regulation applies to all members of the University (see definition).

3.2.   This regulation applies to all public-facing websites related to teaching, learning, research, campus life, and administration of Stellenbosch University.

3.3.   The principal scope of this regulation is the institutional website and content owners who publish content on www.su.ac.za and any subsections.

3.4.   The regulation does not apply to shadow endorsed entities.

3.5.   As technologies evolve, the scope of this regulation could be expanded to include other platforms through which content is published to the World Wide Web, such as mobile applications (apps).

4.   Purpose

The purpose of this regulation is to:

4.1.   Facilitate a consistent and professional online image of Stellenbosch University that promotes the institution's reputation and brand identity.

4.2.   Facilitate compliance with web best practices and web writing and style guidelines to ensure high-quality, accurate, up-to-date and user-focused web content.

4.3.   Establish processes and rules for creating and decommissioning SU-related websites.

4.4.   Establish rules regarding the use of SU domains and subdomains.

4.5.   Set a governance framework for the management and maintenance of websites and clarify accountability, decision-making and risk management.

4.6.   Facilitate cost-effective management of SU's web presence.

4.7.   Consolidate SU's primary brand entities on the institutional website.

5.   Principles

This Regulation functions according to the following principles:

5.1.   It is aligned with the SU Statute; the SU vision, mission and institutional strategic objectives; and Code 2040: SU's Integrated Ethics Code and Code of Conduct.

5.2.   It facilitates appropriate action in instances of non-compliance, as determined by other relevant institutional governance and management mechanisms, such as the SU Disciplinary Code for Students, the SU Conditions of Service, the Disciplinary Code: Rules regarding Disciplinary Action against Staff Members; and the Student Constitution of Stellenbosch University.

6.   Provisions

6.1. Domains

6.1.1. The primary institutional domain for public-facing websites is su.ac.za.

6.1.2. Use of the sun.ac.za domain for public-facing websites is to be phased out over time.

6.1.3. Continued use of the sun.ac.za domain by systems with a web interface will be evaluated on a case-by-case basis and will be phased out over time.

6.1.4. SU's domain may not be used for any of the following:

6.1.4.1.   External organisations or business entities, including external trade unions.

6.1.4.2.   Personal websites of staff or students, including blogs.

Domain name requests

6.1.5. Domain names should promote the University's reputation and brand identity.

6.1.6. The domain name panel considers domain requests for associated sites, custom domains, and systems with a web interface.

6.1.7. Requests for domains for associated sites, custom domains, and systems with a web interface must be submitted via the CCMD service desk.

6.1.8. The domain name panel may, after considering a request, require additional input from relevant stakeholders, and thereafter approve or deny the request.

6.1.9. Factors to be considered for domain name requests include but are not limited to:

- Web best practices, including naming conventions
- Branding implications
- Potential future naming conflicts
- IT technical and architecture implications
- Identical or similar SU trade marks and potential risk implications of its use
- Contractual rights and obligations

6.1.10. Custom domain requests will only be approved in exceptional circumstances, and where additional requirements for non-alliance to a specific organisation and the entity's established market profile may also be a consideration.

6.1.11. Domain names and approval thereof may be revoked under the following circumstances:

- It is too broad, generic or descriptive
- Website is no longer in use, or the domain name has lapsed
- Website has been decommissioned.

6.2. Hosting, maintenance, support and development

Institutional website hosting, maintenance and support

6.2.1. Hosting, maintenance and support for the institutional website is funded institutionally as the institutional website solution.

6.2.1.1. The institutional website is hosted, maintained, and supported by an appointed service provider.

6.2.1.2. CCMD is the contract owner of the service provider agreement and primary liaison between the parties.

6.2.1.3. IT is responsible for overseeing the service provider's compliance with SU's standard IT Non-Functional Requirements and providing the necessary support to the service provider to comply with the Non-Functional Requirements.

6.2.1.4. The support services provided by the service provider are rendered to CCMD for technical troubleshooting and the development of new functionality and features.

6.2.1.5. Issues on the institutional website must be raised with CCMD through its service desk by subsite or content owners. CCMD will escalate issues with the service provider or IT for resolution where applicable.

6.2.1.6. CCMD and IT may change how the institutional website solution is hosted, maintained and supported in future, based on operational requirements, available resources, policies, and institutional or divisional strategy.

Associated site hosting, maintenance and support

6.2.2. The hosting, maintenance, and technical support of associated sites must comply with IT's service model and non-functional requirements.

6.2.3. IT may have to act on behalf of associated site owners in the event of a cybersecurity incident, or issue take-down notices if associated sites are not continuously maintained, securely hosted or become orphaned without a responsible owner.

6.3. Branding and design

6.3.1. All Stellenbosch University websites and systems with a web interface must comply with the rules and guidelines of SU's Brand Manual and Trade Marks Policy.

6.3.2. Designs of the subsites of the institutional website must be visually aligned with the institutional website's design. Subsites on the institutional website may not have alternate or custom designs and may not use any logo other than the SU logo in the site header.

6.3.3. Where applicable, associated sites will comply with the requirements for their entity as defined in SU's Brand Manual.

    6.3.3.1. CCMD will specify, based on SU's Brand Manual, how associated sites are to apply SU's web design elements.

    6.3.3.2. The design and development of associated sites will be managed in accordance with the service model determined by IT and CCMD.

    6.3.3.3. The final design of associated sites must be approved by CCMD.

6.4. Site management and access

Institutional website site owners

6.4.1. All content on the institutional website must have an assigned site owner from the entity responsible for the function or service associated with the content.

    6.4.1.1. Site owners must have the appropriate permission and mandate to manage their entity's web content.

    6.4.1.2. Managing website content may be specified in the staff member's work agreement and job description.

    6.4.1.3. Staff members must have the appropriate skills and experience to manage website content.

    6.4.1.4. Neither CCMD nor IT will act as back-ups for entities without site- and content owners.

Institutional website user access roles

6.4.2. The institutional website has various user access roles that allow users to perform a variety of functions on the website.

    6.4.2.1. CCMD sets the user roles for the institutional website and the permissions associated with each user role.

    6.4.2.2. CCMD's web team has administrative rights on all subsites and pages of the institutional website.

    6.4.2.3. Site owners must request access to their entity's subsite on the website and must then manage access for content owners on their subsite.

    6.4.2.4. Site owners must ensure that the access of content owners who are no longer responsible for content on a subsite is revoked.

    6.4.2.5. The line manager of an entity is responsible for ensuring that their subsite always has an appointed site owner.

    6.4.2.6. Students may be granted access to manage content on the website if they are appointed by an entity, such as for an internship, and where part of their duties include managing website content.

    6.4.2.7. Students may not be the sole parties with access to a subsite. An appropriate staff member must always have joint access to any pages managed by a student. The staff member is responsible for overseeing the work done by students.

6.4.2.8. External service providers, such as freelance writers, may be granted access to manage content of an entity.

6.4.2.9. External service providers may not be the sole parties with access to a subsite. An appropriate staff member must always have access to any pages managed by an external service provider. The staff member is responsible for overseeing the work done by service providers.

6.4.2.10. All users must complete training before their access to the institutional website will be activated. The training is to include:

a. how to use the institutional website's CMS

b. website and content best practice

c. privacy and security best practice

Associated site owners

6.4.3. The owner of an associated site is responsible for the management of their website and content.

6.4.3.1. Site owners must have the appropriate permission and mandate to request and manage associated sites.

6.4.3.2. Managing a website may be specified in a staff member's work agreement and job description.

6.4.3.3. Site owners must have the appropriate skills and experience to manage a website and website content.

6.4.3.4. Associated site owners must complete training provided by CCMD on website and content best practice, and by Information Governance for privacy and security best practice.

6.4.3.5. Neither CCMD nor IT will act as back-ups for entities without site and content owners.

Associated site user access roles

6.4.4. The owners of associated sites must determine the user access roles of their sites, which permissions are associated with each role and manage access for content owners.

6.4.4.1. Site owners must ensure that the access of content owners who are no longer responsible for content on a subsite is revoked.

6.4.4.2. The line manager of an entity is responsible for ensuring that their site always has a site owner.

6.4.4.3. Students may be granted access to manage content on associated sites if they are appointed by an entity, such as for an internship, and where part of their duties include managing website content.

6.4.4.4. Students may not be the sole parties with access to an associated site; an appropriate staff member must always have access to any websites managed by students. The staff member is responsible for overseeing the work done by students.

6.4.4.5. External service providers, such as freelance writers, may be granted access to manage associated sites according to SU IT's Identity and Access Management provisions.

6.4.4.6. External service providers may not be the sole parties with access to an associated site; an appropriate staff member must always have access to any associated sites managed by an external service provider. The staff member is responsible for overseeing the work done by service providers.

Associated site user access roles for student entities

6.4.5. An appropriate staff member should be a site co-owner for associated sites of student entities, as listed under 2.2.6.

6.4.5.1. Site owners of associated sites for student entities must determine the user access roles of their sites, which permissions are associated with each role and manage access for content owners.

6.4.5.2. Site owners must ensure that the access of content owners who are no longer responsible for content on a subsite is revoked.

6.4.5.3. The appropriate staff member associated with a student entity is responsible for ensuring that their site always has a site owner.

6.4.5.4. Students may not be the sole parties with access to an associated site; an appropriate staff member must always have access to any websites managed by students. The staff member is responsible for ensuring the appropriateness of the content published on the site.

6.4.5.5. External service providers, such as web designers, may be granted access to manage associated sites of student entities according to SU IT's Identity and Access Management provisions.

6.4.5.6. External service providers may not be the sole parties with access to an associated site; an appropriate staff member must always have access to any associated sites managed by an external service provider. The staff member is responsible for overseeing the work done by service providers.

Site authentication

6.4.6. Authentication on the institutional website and all associated sites are provided by the University's Single Sign-On (SSO) authentication functionality.

6.4.6.1. All staff, students, and service providers must comply with the policies, procedures, and regulations associated with the University's SSO.

6.5. Content management

Quality management

6.5.1. Content owners will align with web best practice as included in the Web training Wiki, Language Style Guide, Brand Manual, legal frameworks, and policies and regulations relevant to content such as the Language Policy and Communication Regulation.

6.5.1.1. Web content must be user-centric and structured and written in a way that is accessible and understandable to visitors without prior knowledge of the institution's structure, naming conventions, or terminology.

6.5.1.2. Content owners must ensure that their website content is always accurate, relevant, and current.

6.5.1.3. Suitably qualified language practitioners should be used to edit, proofread, and translate content to ensure correct spelling and grammar usage.

6.5.1.4. CCMD may conduct quality checks on website content and request content to be rewritten, improved, or updated to comply with the Web Best Practice Guide, Language Style Guide, and other relevant policies and regulations.

6.5.1.5. CCMD may remove outdated content, subsites, or associated sites if attempts to have content updated by the owner should fail.

6.5.1.6. CCMD will not act as a back-up for the updating of an entity's website content.

Permissible content

6.5.2. Only information about SU and its activities, services, products, events, and achievements of its staff and students may be published on the institutional website or associated sites. The following content is not allowed on the institutional website or associated sites:

6.5.2.1. Content or links to content that is inconsistent with the mission, vision, values, and ethics of the University.

6.5.2.2. Internal or confidential information of the University or its staff, students, donors, alumni, or other stakeholders.

6.5.2.3. Content that belongs in dedicated systems or portals, such as, class content that belongs on SUNLearn and SUNOnline.

Management and governance documents, programme information

6.5.3. Policies, regulations, and other management or governance documents may not be duplicated or uploaded on any subsite or associated site. Only links to the governance and management documents page on the institutional website are allowed.

6.5.4. Programme information may not be duplicated or uploaded on any subsite or associated site. Only links to the appropriate programme information source on the institutional website are allowed.

Image and content permission

6.5.5. Content owners are responsible for ensuring that the use of images, text, documents and third-party content comply with copyright, trade mark and privacy laws and the University's intellectual property, trade mark, privacy, confidentiality, and plagiarism policies and regulations.

6.5.5.1. Original images or graphics created by SU employees are preferred.

6.5.5.2. Images from free or paid stock image sites must be correctly attributed according to the stock site's requirements and must comply with other prescribed requirements or restrictions for using copyrighted content.

6.5.5.3. Content written by a staff member, such as an opinion editorial, which is published on another website or in a print publication, may be subject to copyright. Permission must be sought from the website or publication to reproduce the content on the SU website.

6.5.5.4. The use of AI-generated images and content must follow institutional rules, guidelines and policies. Appropriate attribution must be added when using AI-generated images or content.

Publication of personal information

6.5.6. The publication of personal information of staff and students on the corporate or associated websites must be carefully considered, applying the principles of the Privacy Regulation.

6.5.7. The stipulations on the publication of personal information of staff and students apply to content on the website itself and information captured in any document or image that is published on the corporate or associated websites.

6.5.8. Work-related personal information of staff, including their name, job title, work email address, office telephone number, and office location will be published on the University's website to facilitate efficient communication between employees, students, clients, and external partners, and support operational transparency.

6.5.8.1. Publication of this information must serve a legitimate business purpose by facilitating internal and external communication, as provided for in the Protection of Personal Information Act (POPIA).

6.5.8.2. Only essential details are to be published. Personal cell phone numbers must only be included if they are strictly necessary. Where possible, generic departmental email addresses should be used, for example: hr@sun.ac.za.

6.5.9. A staff member's written consent must be sought before publishing any additional personal information beyond what is specified under point 6.5.2.

6.5.9.1. Staff members may object to the publication of personal information beyond what is specified under point 6.5.2 and may withdraw consent.

6.5.9.2. Should a staff member withdraw consent, the content owner for the section where information is published must remove the information.

6.5.10. Photographs taken on SU's campuses, within its facilities, or at events may be published on the corporate or associated websites, as outlined in the Privacy Notice.

6.5.11. A student or staff member's written consent must be obtained before publishing a profile photograph of them on the institutional or associated websites.

6.5.12. Staff members and students may object to the publication of a profile photograph of themselves, or a photograph taken on SU's campuses, within its facilities, or at events where they have been included.

6.5.12.1. Staff members and students may withdraw consent for the publication of a profile photograph of themselves, or a photograph taken on SU's campuses, within its facilities, or at events where they have been included.

6.5.12.2. Should a staff member or student withdraw consent, the content owner for the section where the photograph is published must remove the photograph or take appropriate measures to remove the staff member from the photograph.

6.5.13. Personal information of SU students may be published on the SU website in compliance with the University's contract with students, relevant governance documents, and the laws and regulations that govern universities.

6.5.13.1. In any other circumstances, the student's written consent must be obtained and the student may object to the publication or withdraw consent given previously. Should a student withdraw consent, the content owner for the section where information is published must remove the information.

6.5.14. Personal information of students who hold a position in any of SU's governance bodies, such as the Students' Representative Council, Student Court, Student Parliament, Societies Council, Academic Affairs Council, or leadership positions in student communities or residences, will be published on the University's website to facilitate efficient communication between staff and students, and support operational transparency.

6.5.14.1. Publication of this information serves a legitimate purpose by facilitating internal and external communication, as provided for in the Protection of Personal Information Act (POPIA).

6.5.14.2. The information to be published is limited to the student's name, surname, portfolio, and SU email address. Where possible, generic email addresses should be used, for example: src@sun.ac.za.

6.5.14.3. A student's written consent must be sought before publishing any other personal information beyond what is specified under point 6.5.14.2.

6.5.15. To mitigate privacy and security risks, content owners who publish personal information of students or the staff in their entity on the SU website must conduct a Personal Information Impact Assessment (PIIA).

6.5.16. Content owners must complete data protection training offered by Information Governance annually to help them execute a PIIA and identify and address potential risks.

Advertisement and endorsement on institutional website

6.5.17. Advertisements for, or content that implies endorsement of non-university entities, companies, products, services, projects, or events are not allowed on the institutional website.

6.5.17.1. The placement of funding opportunities for study or work exchange offered by external organisations and partners of SU for the benefit of SU staff and students may be placed on the appropriate webpage on the institutional website by entities responsible for such opportunities.

Recognition of sponsors or partners

6.5.18. Recognition of sponsors or partners on the institutional website and associated websites must be done in accordance with the applicable institutional governance frameworks.

Required content

6.5.19. The institutional website and all associated sites must include individual links to each of the following documents/ subsites/ webpages in the website footer:

   a. Access to information (PAIA)
   b. Privacy notice
   c. Website terms of use

6.6. Code governance and new functionality

6.6.1. CCMD must approve all code changes on the institutional website, including, but not limited to analytics trackers, marketing trackers, plugins, third-party applications, iFrames, integrations, APIs, and any other custom code.

6.6.2. Requests for code changes, new functionality, and new features on the institutional website must be submitted to CCMD who will consult with IT and/or the service provider appointed for the maintenance and support of the institutional website.

   6.6.2.1. If the code change, functionality, or feature is deemed useful by CCMD for a significant number of other subsite owners, CCMD may use their agreed-on support hours for site-wide implementation.

   6.6.2.2. If the code change, functionality, or feature is to be used only by the requesting entity or would only be useful for a limited number of subsite owners the requesting entity may be required to pay a fee to the service provider for testing, configuration, and implementation and will be liable for any other costs associated with the code change, functionality, or feature.

   6.6.2.3. CCMD reserves the right to deny requests in order to maintain and protect the technical integrity of the institutional website.

6.6.3. Site owners of associated sites are responsible for ensuring good code governance of their sites.

Analytics trackers

6.6.4. CCMD will implement analytics trackers on the institutional website to track visitor statistics.

   6.6.4.1. CCMD will provide reports on visitor activity to subsite owners on request.

6.6.4.2. Subsite owners may not implement their own analytics trackers as this may interfere with the functioning of the primary analytics trackers implemented by CCMD.

6.6.4.3. Subsite owners who wish to implement trackers that track specific actions, or advanced functionality not available through the primary analytics tracker, such as heatmapping, may submit a request to CCMD. Such requests will be considered as outlined under 6.6.2.

6.6.5. Owners of affiliate sites are encouraged to implement analytics trackers on their sites.

Marketing trackers

6.6.6. Entities who wish to use cookies, tracking pixels, or similar technologies for digital marketing must submit a request and motivation to CCMD. CCMD and Information Governance will consider the request and motivation. The motivation must:

a. give due consideration to the Protection of Personal Information Act (POPIA), General Data Protection Regulation (GDPR), the United Kingdom General Data Protection Regulation (UK GDPR), related legislation, and the University's privacy and data protection regulations and policies;

b. provide a considered argument and justification for the use of such technologies;

c. explain how the implementation may affect the University's privacy compliance initiatives;

d. explain how security and privacy of personal information will be protected;

e. identify risks and provide adequate mitigation measures; and

f. provide all details of the implementation, including technical considerations and, where relevant, details of agreements with service providers or third parties.

6.6.7. If a request is approved for the institutional website, the requesting entity will be required to pay a fee to the service provider for testing, configuration, and implementation and will be liable for any other costs associated with the implementation.

6.6.8. If a request is approved for an associated site, the site owner is responsible for all costs associated with implementation.

6.6.9. CCMD may withdraw previous approvals should the implementation negatively impact the performance of the institutional website.

6.6.10. CCMD and Information Governance may withdraw previous approvals if the implementation is found to negatively impact the University's privacy compliance initiatives.

7.   Roles and responsibilities

Corporate Communication and Marketing Division (CCMD)	- Manages the ongoing, strategic development of SU's institutional website, in alignment with SU's institutional strategy. - Business owner of institutional website and web content management system. - Custodians of SU's overall web presence. - Manage overall site structure and navigation. - Manage and approve homepage content, news and events. - Monitor and ensure adherence to: - web best practice guidelines - brand guidelines - writing and content guidelines - Facilitate training for institutional website content owners. - Website guidance and advice. - Web assistance and support. - Manage visual identity, design, and branding of the institutional website. - Approve design and branding of associated sites. - Approve requests for new subsites on the institutional website. - Approve associated site requests. - Approve removal of obsolete or outdated subsites on the institutional website. - Co-maintenance (with IT) of the website register. - Management of service provider agreement and oversight of services provided. - Liaison with and briefing of service provider. - Approve requests for new functionality on the website. - Governs and enforces access requirements for the institutional website frontend and backend. - Considers domain name requests for associated sites, custom domains, and systems with a web interface.

Information Technology Division (IT)	• Co-maintenance (with CCMD) of the website register. • Technical domain name maintenance. • Set standard IT Non-Functional Requirements. • Oversee compliance to the IT Non-Functional Requirements by service providers. • Providing the necessary support to service providers to comply with the Non-Functional Requirements. • Facilitates authentication of identities that require access to websites and related services. • Considers domain name requests for associated sites, custom domains, and systems with a web interface. • Registration and management of the sun.ac.za and su.ac.za domains.
Innovation and Commercialisation	• Custodian of SU's trade mark portfolios. • Consideration and approval of conjunctive trade mark use on websites (co-branding). • Consideration and approval of domain name requests related to SU trade marks. • Considers domain name requests for associated sites, custom domains, and systems with a web interface. • Domain name registration related to SU trade marks. • Maintenance of SU's domain name portfolio, including registration, renewals and lapsing of domain names.
Information Governance	• Making training available to content owners on privacy and security.
Subsite and associated site owner, content owner Dean, Chief- or Senior Director	• Ultimate accountability for faculty or PASS environment's web presence.
Subsite owner (institutional website)	• Reviews access requests on subsite. • Accountable for content published on subsite. • Editing and maintaining content, keeping content accurate and up to date. • Ensure content complies with regulations, guidelines, and best practice.
Content owner (institutional website)	• Maintaining and updating website content.

Associated site owner	• Accountable for content published on subsite. • Editing and maintaining content, keeping content accurate and up to date. • Ensure content complies with regulations, guidelines, and best practice. • Manage agreement with their selected service provider.
Service provider: hosting, maintenance, and support to institutional website	• Technical owner of web content management system. • Manage and maintain corporate web server. • Host the institutional website. • Web server administration and security. • Firewall administration. • Back-ups of the institutional website. • Technical support to CCMD. • Development of new features on the institutional website.

8. Noncompliance and resolution

In the event of noncompliance, the first action is to rectify the error, followed by engagement with the noncompliant site or content owners, where relevant, and instituting further action as required.

8.1. Noncompliance with the Regulation by staff members will be addressed as per the SU Conditions of Service and the Disciplinary Code: Rules regarding Disciplinary Action against Staff Members.

8.2. Non-compliance by students will be addressed as per the SU Disciplinary Code for Students.

8.3. With due recognition of the rights of all relevant stakeholders, in instances where a website or website content is considered a sufficient reputation risk to the University or an associated member, CCMD reserves the right to temporarily remove the content or website until such time as the relevant governance process is completed.

9. Governance

9.1. The owner of this Web Regulation is the Deputy Vice-Chancellor: Strategy, Global and Corporate Affairs, who is responsible for the following functions:

a. providing guidance regarding the interpretation and implementation of this Regulation;

b. initiating and overseeing the review of this Regulation;

c. appointing a curator for this Regulation from the Corporate Communication and Marketing Division, and overseeing the functioning of the curator;

d. releasing and communicating this Regulation and monitoring its effective implementation.

9.2. The curator of this Regulation is responsible for:

    a. coordinating, overseeing, and monitoring the University's website planning and management processes;

    b. raising awareness regarding the Regulation; and

    c. convening the task team(s) for reviewing this Regulation, when such a review process is initiated.

10. Review

This Regulation will be reviewed after the first twelve months of its implementation. After approval of the first revision the Regulation will be reviewed as per the five-year governance cycle.

11. Disclosure

A copy of the Website Regulation will be available on the SU website.

12. Related documents and resources

This Regulation must be read in conjunction with the following Policies, Rules, and Regulations. Visit www.su.ac.za/policies for the latest versions.

Communication Regulation

Disability Access Policy

Disciplinary Code for Students

Disciplinary Code: Rules regarding Disciplinary Action against Staff Members

Electronic Communication Policy

Intellectual Property: Protection and Commercialisation Policy

Language Policy

Privacy Notice

Privacy Regulation

Rules on academic entities within, across and alongside departments (or equivalent faculty-based structures) and faculties

Use and Licensing of SU's Trade Marks Policy