

Web Code of Practice

1. Introduction

1.1. This Code of Practice governs the publishing of information on the School web servers. Any member of the School who is in a position to publish content to the School web servers is bound by this code which applies to all official content (see 2.3).

1.2. In extension to this Code of Practice those bound by it must observe the following documents:

JANET Acceptable Use Policy

(<http://www.ja.net/company/policies/aup.html>)

LSHTM IT Acceptable Use Policy

(http://intra.lshtm.ac.uk/reference/regs/lshtm_it_acceptable_use_policy.pdf)

1.3. If a member of the School is considering creating a new website for official School content then they must contact the School's Web Editorial Manager (WebDesign@lshtm.ac.uk) in the first instance to receive appropriate advice and guidance.

2. Classification of content

2.1. The School web servers host only official content. Personal content is not allowed.

2.2. All official School content should be hosted on the School web servers.

2.3. Official content is concerned with the corporate work of the School, whether by theme (e.g. prospectus, research, project) or by organisational unit (e.g. Academic Faculty or Administrative Section). Official content carries the endorsement of the School.

2.4. Content not endorsed by the School is considered personal and should not be hosted on the School web servers.

2.5. Official content

2.5.1. Every recognised Faculty, Department, Administrative Section as well as project may publish official web pages.

2.5.2. Each Head of Faculty, Department or Office ("the Head") is ultimately responsible for any content published within their area. The Head is free to delegate the day-to-day management of this responsibility.

2.5.3. Each set of pages must have a Web Information Manager (also referred to as a WIM). This member of staff will coordinate content creation and publishing and normally this will also be the person who undertakes the actual publication of information to the website. The Web Information Manager reports to the Head and liaises with the School's Web Manager.

2.5.4. Where a set of pages requires more than one member of staff to be able to publish information, each additional member of staff will be known as a Web Information Provider (also referred to as a WIP). Web Information Providers report to the relevant Web Information Manager (WIM). The School's Web Manager will liaise with the relevant Web Information Manager as the main point of contact.

2.5.5. Access to publish official information to the School's web servers, either as a Web Information Manager or Provider, is granted only upon receipt of the Head's written and signed nomination (http://intra.lshtm.ac.uk/its/staffservices/web/wim-wip/wim_wip_nomination_form.pdf).

2.5.6. It is the responsibility of the Head and the Web Information Manager to ensure that the School's Web Manager is kept informed of any staff changes, in particular when a Web Information Manager post becomes vacant.

2.5.7. The level of design consistency required for official School pages is as follows:

All official web content (School, Faculties, Departments, Units, Centres, Research Projects) should apply the official School template design.

Any exceptions for official web content will need to be approved by the Web Editorial Manager and conform to minimum branding guidelines (see 2.5.8).

Possible exceptions are websites involving collaborators, partners, sponsors or of an independent nature (e.g. Unions).

2.5.8. Minimum Branding Guidelines

Official Content (Centres and Research Projects)

School logo must appear in the header of the web page with equal size and prominence as any local logo and include a link back to the School homepage. The standard position of the logo is the left side of the header, with any other logos appearing to the right; however, depending on the nature of the collaboration, this can be negotiated with the School's Web Editorial Manager.

The black logo on a white background or white logo on a coloured background can be used on web pages. See the School's Visual Identity and Style Guide (http://intra.lshtm.ac.uk/extrel/style_guide/index.html) for details about the correct way to display the School's logo.

Websites involving collaborators, partners or sponsors, Independent

School logo must appear on the website with equal size and prominence as any local logo including a link back to the School homepage.

2.5.9. If the development of official School web sites that do not use the official School template designs cannot be accommodated in-house by the School's web team then the development must be done by one of the third parties approved by the web team.

2.5.10. Collaborative websites with other institutions or partners that are not hosted on the School web servers are not restricted to the web-team-approved third parties and are not supported technically by the School's web team. However, the Web Editorial Manager (WebDesign@lshtm.ac.uk) must be contacted at the outset of any such project.

2.5.11. Where the School templates are employed these may not be modified in any way, including change of width/height ratio of any image or change of background colour.

2.5.12. All pages must be reviewed and updated at least once every six months. Any page that features date sensitive information (such as events, schedules or deadlines) must be updated within one month after the passing of the relevant date.

2.5.13. Reasonable effort must be made to ensure that there are no broken links on web pages. This applies particularly to pages with external links outside the direct control of the author or publisher.

2.5.14. Special care must be taken to ensure appropriate meta data are inserted on every page, in accordance with guidance from the School's web team (<http://intra.lshtm.ac.uk/its/staffservices/web/resources/metadata.html>). This is critical in order to ensure effective use of internal and external search engines.

2.5.15. Directories allocated to an official set of pages may only contain such material. Redundant or old data no longer required must be removed from the web server and personally archived.

2.5.16. Official pages may be removed by the School without notice when they are more than 18 months old and repeated efforts to prompt update have failed.

2.6. Personal content

2.6.1. Personal content carries no endorsement or responsibility by the School and is not allowed on the School web servers.

2.6.2. Any member of the School should source their own web hosting for their personal content.

3. Technical Standards

3.1. As a minimum all official School web pages must be developed to the technical standards stated in Appendix C.

4. Scripting and databases

4.1. For official content only, the School provides access to PHP scripting language and MySQL databases, allowing members of the School to create dynamic web pages and applications when appropriate.

4.2. These types of technologies are particularly vulnerable to hacking attempts and only members of the School who have obtained permission from the School's web team and are fully informed and competent in the use of these technologies, and particularly their security implications, are permitted to have access to scripting languages and databases. This includes scripts and/or databases obtained from a third-party.

4.3. Members of the School who use scripts and/or databases are personally responsible for these and must ensure their security arrangements are reviewed regularly (at least every 6 months). Popular scripting and/or database solutions obtained from third-parties are highly vulnerable and must be continually monitored and any updates made available by the third-party must be applied promptly.

4.4. Approval must be obtained from the School's web team before any third-party scripts, databases or applications are used. If approval is not obtained then the scripts and/or databases may be removed by the School without notice. The School's web team currently hosts the following third-party web applications (http://intra.lshtm.ac.uk/its/staffservices/web/resources/hosted_web_apps.html).

4.5. Scripts and/or databases that cause security weaknesses or actual breaches or that consume excessive system or network resources may be removed by the School without notice.

5. Third Party and Commercial Activities

5.1. Web facilities at the School may not be used to host third parties, except where express permission has been granted. Permission for such hosting must be sought through the School's Web Manager.

5.2. Web facilities at the School may not be used for advertising or for other commercial activities unrelated to the School.

6. Enforcement

6.1. Failure to observe this Code, by staff, students *or by third-parties on behalf of staff or students*, will be considered a serious matter by the School. Depending on the nature of an incident the School may institute disciplinary action or pass information on to the appropriate authorities.

6.2. The School reserves the right to amend, restrict or remove material, including links to material, considered in breach of the Code.

6.3. In practice, the person identified as responsible for an offending page will be requested to amend, restrict or remove the material immediately. A deadline will be set, which will vary according to the nature of the problem. Failure to comply will result in material being amended, restricted or removed without further notice. In extreme cases no prior warning will be given before the School takes this action.

7. Liability

7.1. The web team is not liable for the content of the website, apart from top level web pages on the School's website, which fall under the control of the Web Editorial Manager. The content of the website is ultimately the responsibility of the Head for each area, who should delegate to the Web Information Managers and Providers. See section 2.5.2.

8. About this document

8.1. This Code of Practice was approved by the Information Services Advisory Group (ISAG) on 22 May 2012.

8.2. This Code of Practice must be reviewed by the Web Manager and resubmitted to the Information Services Advisory Group (ISAG) no later than May 2014.

Appendix A

A.1. Legal framework

The following offers an outline of the main legal constraints that apply to material published on the website. It is not to be considered comprehensive legal advice. As a general rule any legislation that applies to other publishing media apply equally to the web - if in doubt, either do not publish the material or seek advice prior to doing so.

A.1.1. Copyright, Designs and Patents Act 1988

Permission must be obtained prior to using any material which is the intellectual property of a third party. This includes text, images, logos, video/audio recordings, software, scripts and code.

A.1.2. Data Protection Act 1998

Care must be taken when collecting, storing or publishing personal information about staff or students, or indeed any living person. In most cases personal information must not be published on the website unless there is specific written consent of the individual concerned. Wherever personal information is being collected, i.e. via an online form or via email, the user should be informed why the information is being collected, what it will be used for, where it will be disclosed, including permission sought from the user where data is to be

disclosed to a third party - for example,

"Data Protection Act

The information supplied on this form will be retained by the LSHTM on a database and will be used exclusively for the purposes of generating statistical analysis and contacting individual participants. Your contact details may also be disclosed to partners for the purposes of informing you of similar surveys - if you do not wish to receive such information please tick this box..."

A.1.3 Disability Discrimination Act 1995 (and Special Educational Needs and Disability Act 2001)

Students and staff must not be unjustifiably discriminated against on account of a disability. The educational institution must make 'reasonable adjustments' to ensure that such discrimination does not take place either now or in the future. The legislation does not make specific accessibility requirements known for websites but all contributors of official content are nonetheless strongly advised to follow guidance and advice provided by the Web Manager (see 3.7). Official pages should conform to Web Content Accessibility Guidelines (WCAG) 2 'AA' as a minimum.

A.1.4 Computer Misuse Act 1990

Material which facilitates or otherwise incites or encourages third parties to gain unauthorised access to computer material would be considered to contravene legislation.

A.2. Other legal constraints

A.2.1. Defamation & Libel

Material containing facts about individuals or organisations must be accurate and verifiable and views and opinions must not portray their subjects in any way which could unjustifiably damage their reputation.

A.2.2. Pornography

The Obscene Publications Act 1959 makes it an offence to publish obscene (pornographic or sexually explicit) material, or access to such material, irrespective of the legality of the material in the country of origin. Under the Criminal Justice Act 1988 it is an offence to possess any material that appears to amount to child pornography.

Appendix B

Offensive material

No content published on the School's website must contravene the School's Equal Opportunity Policy. In particular, you may not publish information that discriminates on "grounds of religion, race (including colour, nationality, citizenship and/or ethnic origin), political affiliation, marital or parental status, socio-economic background, sexual orientation, age, sex, gender identity or disability".

No content published on the School's website must contravene the School's Code of Practice on Personal Harassment. In particular, you should note that "Any incidents of [sexual, racial and other forms of personal] harassment will be regarded extremely seriously and can be grounds for disciplinary action which may include dismissal or expulsion".

Appendix C

C.1. Technical Standards

C.1.1. As a minimum all official School web pages must be developed to the following technical standards.

C.1.2. The website/page structure (HTML), style (CSS) and behaviour (JavaScript) must be separated as per best practice.

C.1.3. HTML must be semantically structured and marked up, compliant to W3C XHTML Strict standard ideally but XHTML Transitional is acceptable. HTML 5 is also acceptable.

C.1.4. The use of frames to organise a set of web pages is not allowed.

C.1.5. CSS must be W3C compliant (level 2 minimum).

C.1.6. Any applied JavaScript must be unobtrusive, degrade gracefully and not used to deliver content.

C.1.7. As well as adhering to the W3C standards as stated the web pages must conform to Web Content Accessibility Guidelines (WCAG) 2 'AA' as a minimum.

C.1.8. Any images used must be optimised for the web
(http://intra.lshtm.ac.uk/its/staffservices/web/resources/basic_preparation_of_images_for_the_web.pdf)

C.1.9. Web pages must be cross-browser compatible with the most popular web browsers such as Internet Explorer, FireFox, Safari and Chrome.

C.1.10. Web pages must be viewable at a minimum screen resolution of 1024x768 with no horizontal scrolling.

C.1.11. When flash is used it should be used minimally and only when appropriate, with fully accessible content.

C.1.12. All web forms must have an associated data protection or privacy policy if collecting personal information (See Appendix A.1.2).

C.1.13. Google analytics should be embedded into your web page and the account made available to the School's web team. The School's web team can create a Google Analytics account for the website in question.

C.1.14. Some tools to help you validate your web pages can be found here
(<http://intra.lshtm.ac.uk/its/staffservices/web/links/index.html>).