

## Policy Title: Web Governance Policy

<b>Policy Owner:</b>	<b>Chair of Web Steering Group</b>		
<b>Approved by:</b>	<b>Web Steering Group February 2024</b>		
<b>Directorate/team:</b>	Digital Technology Services (DTS) Recruitment, Communications and Marketing (RCM) Student Experience, Teaching and Learning (SETL)  Contacts: Head of Applications (Web), DTS Applications Service Managers (Web), DTS Head of Digital Architecture, DTS Head of Digital Experience, RCM Internal Communications Manager, RCM Head of Digital Learning and Practice, SETL		
<b>Version</b>	3.1		
<b>Amendments since Approval:</b>	<b>Details of Revision:</b>	<b>Date of Revision:</b>	<b>Revision Approved by:</b>
	Updated to include WCAG 2.1 requirements, policy owner updated to Web Steering Group	November 2020	
	Updated from v2.1 to include the 2023 changes	September 2023 -	

### 1. Policy Statement

This policy applies to the University's web estate and reflects the University's strategies, standards and compliance with legislation.

## 2. Objectives

To ensure we have a web estate which provides high quality, relevant and up to date information, accessible to all, which will support the University's business and the University strategies.

It will set out the framework by which the University will:

- manage and maintain the web estate to ensure compliance with legislation, policies and standards
- ensure University design, usability, accessibility, security, quality and standards are met
- appropriately represent the University's values and maintain its reputation.

## 3. Purpose

The purpose of the policy is to ensure a University web estate with a clear and demonstrable impact on the business of the University, and aims to:

- Enhance the reputation of the University, maximising opportunities where relevant
- Meet with compliance and legislative standards, such as the Web Content Accessibility Guidelines (WCAG) (latest version), General Data Protection Regulations (GDPR), Equalities Act, Competition and Markets Authority (CMA) and any other legislative mandate
- Ensure the quality and effectiveness of content and user interfaces
- Ensure the reliability of technology and the security/safety of data
- Provide a consistent user experience across the University's web estate for relevant audiences, eg as an enquirer, as a student, as a prospective employee, as a strategic partner.

Thereby minimising reputational and operational risk.

## 4. Scope

This policy applies across the University and covers the entire web estate which includes all current web platforms and technologies adopted by the University.

When the University adopts an external web application this policy will apply as far as possible, within the technical and contractual constraints of the application.

When the University sources an external supplier to develop web sites or applications this policy will apply as far as possible, within the technical and contractual constraints of any relevant application.

Where partnership arrangements are in place this policy will apply as far as possible but taking account of constraints that might arise from that partner.

The policy excludes websites and webpages owned or managed by external or commercial clients by contractual arrangements.

Teaching sites should usually comply with the policy except where:

- created by students as part of their course
- need to be intentionally non-compliant for educational purposes,
- used for educational purposes with specific exclusions.

This policy applies as follows:

**1 Corporate website (including self-managed sections, eg research centres)**

Full compliance

**2 University subdomain**

e.g: lta.shu, London.shu

Full compliance

**3 University approved independent site**

e.g. for service delivery or niche strategic research centre – Shuenterprise.co.uk, CENTRIC

By agreement, exempt from brand guidelines

**4 Mini sites for community publishing**

e.g. Centre for Contemporary Legend blog

Exempt from brand guidelines (logo, colours)

**5 Mini sites for teaching**

- Exempt from brand guidelines

- Exempt from content standards IF site is for purposes of analysing and improving digital content

- Exempt from accessibility compliance IF site is for purposes of analysing and improving digital accessibility

- Exempt from relevant standards if created by students as part of their course and is not available in the public domain

- If the site is to be available in the public domain it would need to be suitably compliant

**6 Public, student or staff facing corporate applications**

GDPR compliance and security are dealt with under separate policies.

## 5. Policy Details

This supersedes any previous version of this policy.

Each website, or relevant area of a master site, that is in scope of this policy, must:

- not be privately owned or be used for private purposes
- be on University services unless an exception has been agreed
- be registered with Digital Technology Services and have an entry on the Web Catalogue (*a process for capture to be updated*); the catalogue will be regularly reviewed
- have a clear purpose that aligns to the University strategic objectives
- have an owner (an accountable area of the University with a named contact) and a resource plan for regular update to maintain standards and accuracy.
- has a review date set for ownership, currency of purpose and content
- be updated to address security vulnerabilities in a timely manner
- be developed following the relevant design, accessibility, usability, security, quality and standards in place at the time of creation and be maintained as needed to ensure consistency
- include a link to the relevant privacy, cookie and accessibility statement

Non-adherence with these rules may result in sites being withdrawn temporarily or permanently. This will be in collaboration with the site owners wherever possible.

## 6. Roles and Responsibilities

Accountability for the information governance and communications will be as follows:

- Web Steering Group
- Director of Digital Technology Services or nominated DTS Head of Service
- Web Operations (or equivalent) which includes:
  - Digital Technology Services
  - Recruitment, Communications and Marketing
  - Student Experience Teaching and Learning
  - Any other service area to be agreed

Terms of reference for Web Steering Group and Operations are held separately.

DTS and RCM teams are responsible for the day-to-day development and management of the web estate, excluding content management, and will provide procedures and guidance on the creation, archiving and deletion of web space and also assigning and withdrawing site ownership and permissions for different levels of user.

Website owners have responsibility for:

- ensuring sites comply with the policy details set out in section 5
- responding to policy breaches in a timely manner, notifying and working with DTS as appropriate
- day to day content management

DTS responsibilities:

- Maintaining the website catalogue, ensuring relevant mapping for organisational structures
- Ensuring servers are maintained and kept up to date with security patches etc
- Scanning websites
- Purchasing domains, DNS registration
- Provision and management of web services.

Approval of new sites should follow the agreed request process (*this is currently being reviewed and updated*).

## 7. Definitions and Abbreviations

The Web Estate includes public facing and internal websites and, where feasible and practicably possible and appropriate, the web front end to public, student and staff facing applications.

## 8. Associate Documents

- [Information Governance Policy](#)
- [Privacy policy and GDPR](#)
- [IT Security policies](#)
- [Intellectual Property Policy](#)
- [Copyright guidance](#)
- [Equality & Diversity](#)
- [Governance and Sector Regulation Policies](#)
- Web platform standards (*currently in development*)

## 9. References

- [Web Content Accessibility Guidelines \(WCAG\) -W3C Accessibility Standards](#)
- [General Data Protection Regulation \(GDPR\)](#)
- [Payment Card Industry Data Security Standard \(PCI DSS\)](#)
- [Competitions and Markets Authority \(CMA\)](#)
- [Copyright, Designs & Patents Act \(1988\)](#)
- [Equality Act \(2010\)](#)