

## **WEB SERVICES**

NMU offers Web site development assistance to members of the university community who create unit, departmental or other university Web pages. These services are offered through the Communications and Marketing office. Specifically, we are responsible for:

- a. Planning and engaging the campus community in a cooperative effort to make effective use of the Internet's World Wide Web as a communications and marketing tool.
- b. Design of the university's "official Web site": the home page and other high-profile sites that include those organized for the recruitment of prospective students, the development of alumni and friends, and the informational benefit of current university students, employees and the greater university community.
- c. Establishing and maintaining up-to-date guidelines for publishing official and unofficial information on University-owned Internet servers.
- d. Providing for periodic review of the official Web pages.

Organizational units are responsible for creating and maintaining their own Web pages with the aid of the [publication](#) and [editorial](#) style guides. We can help ensure that your Web publications are accessible and follow NMU policies.

We can also help in migrating paper versions of departmental forms onto Web pages by:

- Converting documents produced by a desktop application (i.e. Microsoft™ Word) to Portable Document Format (PDF). Anyone with Adobe Acrobat Reader will then be able to view and print the document.
- Creating Web forms that can have submitted data sent to a valid NMU e-mail account or written to a database, spreadsheet or text file. A fee of \$35 per hour is applied to the requesting department/unit account for this service.

### **Services**

The university Web Managers oversee a team of student Web designers who can work on university Web projects for a fee. Please contact the [Web Systems Managers](#) for more information.

### **Disclaimer**

Northern Michigan University Web pages are provided for information purposes only and do not constitute a legal contract between the university and any person or entity unless otherwise specified. Information on official university Web sites is subject to

change without prior notice. Although every reasonable effort is made to present current and accurate information, Northern Michigan University does not guarantee this.

Northern Michigan University Web sites may contain information that is created and maintained by a variety of sources, both internal and external to the university. Some sites are unmoderated forums containing the personal opinions and expressions of the persons who post the materials. Northern Michigan University does not control, monitor or guarantee the information contained in these sites or information contained in links to external Web sites, and does not endorse any views expressed or products or services offered therein. In no event shall Northern Michigan University be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any such content, goods, or services available on or through any such site. However, when Northern Michigan University receives notification of an alleged violation of privacy, policy or law, the university will investigate and address violations accordingly. To notify the university of suspected violations, contact us at [edesign@nmu.edu](mailto:edesign@nmu.edu) or 906-227-2720.

Any links to external Web sites and/or non-Northern Michigan University information provided on university pages or returned from university Web search engines are provided as a courtesy. They should not be construed as an endorsement by Northern Michigan University of the content products services, organizations or views of the linked materials.

Northern Michigan University makes every reasonable effort to ensure that information you may choose to submit is protected through the use of firewalls, data encryption and Secure Socket Layer (SSL) encryption. However, in the event that a Northern Michigan University computer system is compromised or otherwise illegally accessed, Northern Michigan University will not be held responsible or liable for any information that is abused as a result of such an attack.

## ***Network Security***

For site security purposes, Northern Michigan University employs software programs to monitor network traffic in order to identify malicious or unauthorized network activity.

Malicious or unauthorized network activity is strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

## ***University Web page requirements***

### **Definitions**

*Official Information/Pages/Sites:* Web pages published by or about NMU

- divisions
- departments
- offices
- centers
- programs
- projects
- committees, or
- courses

are considered **official pages**, presenting **official information** about the university.

*Unofficial Information/Pages/Sites:* Web pages published by or about NMU

- bargaining units
- student organizations
- individual faculty, student or staff members

are considered **unofficial pages**, presenting **unofficial information** about the university.

Northern Michigan University does not edit, screen, monitor or censor unofficial information and does not accept liability for unofficial information. Unofficial publishers are solely responsible for the content of information they post, even if such information is accessed through NMU servers. Northern Michigan University retains the right to purge unofficial pages that do not adhere to this policy or that violate any local, state or federal laws. For more information, see the [university Web site disclaimer](#).

## Restrictions

All content must be consistent with Northern Michigan University policies and local, state, and federal laws.

No advertising of any sort for products or services outside of the university can appear on any official university page without permission from the university webmaster.

Copyright laws apply to electronic publications as well as to printed publications. Official and unofficial page publishers must have permission to publish the text or graphic matter on their pages if the publisher is not the author or creator.

## Required Items - Official Web pages

Official homepages must include:

- the words "Northern Michigan University" in the title bar of each official home page. For example: Northern Michigan University Office of Communications and Marketing.

- the text: Northern Michigan University is an AA/EO institution.

Other official pages (including home page) must include:

- either a title related to page content or the name of the publishing unit. For example: NMU Communications and Marketing Staff.
- name or active e-mail link to the individual who is responsible for the page.
- the date of the last update.
- a link to the university home page at <http://www.nmu.edu>, and a link back to the official home page.
- the copyright statement: © 1999 (or current year) by the Board of Trustees of Northern Michigan University. You may link to the Board of Trustees site at <http://www.nmu.edu/Board>

Any official pages or sites found to not be compliant with the required items listed above will be notified of the items that must be added and will be expected to add them in a timely manner. Failure to do so may result in removing the link to that site from the official university website.

### **Required Items - Unofficial Web Pages**

All unofficial pages should have:

- the name and e-mail address of the page owner.
- the date of the last update.
- a link to the University's official disclaimer at <http://www.nmu.edu/cm/web/disclaimer.htm> or, you may enter the disclaimer text: "The contents of this page have not been reviewed or approved by Northern Michigan University."

The university does not edit or censor unofficial pages; however, unofficial pages that by design or content appear to present official information about the university may be purged from the university's servers.

Official home pages may not link directly to personal or unofficial pages. If approved by the head of the publishing unit, official pages below homepage level may contain links to faculty, staff or student personal pages.

Publishers of unofficial pages are encouraged to identify their connection to Northern Michigan University, and are allowed to use the official university signature, or logo. Publishers using the signature must present it in its normal form; no editing, changing, or modifying the signature will be allowed. Unofficial pages which use an edited or changed signature may be purged from the university servers.

Again, all page publishers, official or unofficial, are required to follow Northern Michigan University policies as well as all applicable federal, state and local laws including copyright laws.

## ***Web Site Privacy Statement***

Thank you for visiting the Northern Michigan University Web site. Your privacy is very important to us. Our privacy policy is clear: We collect no personal identifying information about you when you visit our Web site unless you explicitly choose to make such information available to us.

If you do nothing during your visit but browse through our Web site, we will automatically gather and store certain information about your visit. This information does not identify you personally. We automatically collect and store only the following information about your visit:

1. The Internet domain from which you are accessing the Web (for example, "xcompany.com" if you use a private Internet access account or "yourschool.edu" if you connect from a university's domain).
2. The IP address assigned to your computer. An IP address is a number that is automatically assigned to your computer whenever you access a network or the Internet.
3. The type of browser and operating system used to access our site.
4. The date and time you access our site.
5. The pages you access during your visit.
6. The address of the Web site from which you linked to ours, if that is how you accessed the NMU Web site.

We aggregate this information into reports that help us make our site more usable, inform us about what areas of our site are most popular, and teach us about the technology is being used by our site's visitors. This information is not shared with other organizations.

We make use of "cookies," which are small sets of information stored onto your computer in connection with your use of our web site. We use cookies to store temporary individual user information concerning your use of this site. We may also use information gathered by cookies to measure certain traffic patterns on our Web site or for similar purposes. A user does not need to have the cookie function of their browser turned on in order to use this Web site. If you use a link from this site to another site, or if you arrived at our site through a link from another site, it is also possible that these other sites may place a cookie or other identifier on your computer. We do not control and are not responsible for the use of cookies or other identifiers by any of these third parties.

If you choose to share personal identifying information with us—by sending us a message or filling out an electronic form with personal information—we will use the information only for the purposes you authorized. Some of the information may be

saved for a designated period of time to comply with Michigan's archiving policies, but we will not disclose the information to third parties or government agencies, unless required to do so by state or federal law or other legal process.

If you want to see the personal identifying information we have collected about you from this site or if you believe any information we have is incorrect and you wish to correct it, please contact us at the e-mail address or phone number provided below. If we change or delete information in response to your request, we will not then continue to use it; however, some residual information may remain in backup records or records of deletions.

Any communication or material other than your personal identifying information submitted to this Web site, such as questions, comment, suggestions and ideas, become the exclusive property of Northern Michigan University and may be used for any purpose whatsoever without restriction or compensation.

Children under the age of 13 should not send any information about themselves to us, including information like your name, address or e-mail address. This Web site does not knowingly collect personally identifying information from children under the age of 13. In the event that we learn that we have collected such information from a child under 13 without parental consent, the information will be deleted from our database as soon as reasonably possible.

As our university grows and changes, and as technology and Internet use and practices change, Northern Michigan University may, from time to time, determine that changes in its policies, potentially including this privacy statement, are prudent. If any such changes are made, they will be posted on this Web site. Therefore you should review this Web site's privacy statement and other policies posted on this site for potential changes when you return to the site for future visits.

If you have other questions or comments about our privacy policies, please feel free contact us at [edesign@nmu.edu](mailto:edesign@nmu.edu) or 906-227-2720. Changes to NMU's Web Privacy Policy will be noted on this page along with the date of implementation, so concerned site users should check this page periodically. Northern Michigan University intends to take reasonable and appropriate steps to protect the information you share with us from unauthorized access or disclosure.