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ETH ZURICH: WEB POLICY

IMPLEMENTING PROVISIONS GOVERNING ETH WEB PUBLICATIONS

dated 1 September 2016

Pursuant to Article 4(1)(c) of the Ordinance Governing the Organisation of the Swiss Federal Institute of Technology Zurich dated 16 December 2003[1] and in implementation of Article 7 of the ETH Zurich Acceptable Use Policy for Telematics Resources dated 19 April 2005 ("BOT")[2],

the Executive Board of ETH Zurich

h e r e b y   a d o p t s   t h e   f o l l o w i n g   Policy

Section 1: General provisions

Article 1   Purpose and scope

[1] This Policy governs the publication of web content and web applications under the ethz.ch domain and sub-domains (e.g. bc.biol.ethz.ch).

[2] The purpose of this Policy is to ensure that ETH Zurich has an online presence that complies with the law, is user friendly, visually consistent, up-to-date and as accessible as possible.

[3] The ETH web is subdivided into
   a. an ETH Web Core Area comprising websites and web applications. Mandatory requirements with regard to structure and design have been defined for the ETH Web Core Area (Article 9).
   b. an ETH Web Special Interest Area comprising websites and web applications. Limited design requirements have been defined for the ETH Web Special Interest Area (Article 10 f.).

[4] The provisions of Article 10(3) apply to the websites of organisations that have separate legal personality and are affiliated to ETH.

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[1] RSETHZ 201.021
[2] RSETHZ 203.21

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Article 2   Definitions

[1] ethz.ch Domain: all URLs ending in ethz.ch.

[2] ETH Web: all Websites within the ETH Web Special Interest and ETH Web Core Areas. The ETH Web does not include personal Websites and Web Applications of ETH members, even if these are stored on servers under the ethz.ch Domain[3], or Webpages concerning the management of equipment (e.g. printers). The ETH Web does not include standard applications that have been purchased (e.g. SAP/ETHIS, SharePoint, Cumulus, Primo).

[3] ETH Web Core Area: all Websites and Web Applications of the Executive Board, central units and academic departments. The ETH Web Core Area also encompasses all organisational units that use the centrally administered Web CMS within the web Corporate Design on a voluntary basis.

[4] ETH Web Special Interest Area: all ETH Zurich Websites and Web Applications that fall outside the ETH Web Core Area and do not use the available Web CMS within the web Corporate Design.

[5] Web Applications: browser-based software programs under the ethz.ch Domain which facilitate access to public areas (e.g. the Course Catalogue) or password protected areas (e.g. ETHIS).

[6] Main Site: group of related Webpages with an overarching structure at the top navigation level of the ETH Web.

[7] Website: group of related Webpages with an overarching structure and navigation.

[8] Webpage (also Page): an individual HTML page within a Website.

[9] Web CMS (also WCMS or Web Content Management System): Software application with editing functions enabling the management and processing of web content.

Article 3   Additional documents
[1] The following documents, which are based on this Policy, are also part of the set of rules governing the ETH Web:

   a. ETH Zurich Web Corporate Design ("Web CD")
   b. Corporate Design Application ("CD Applications")
   c. Description of services relating to the ETH Web Core Area provided by Corporate Communications ("SLA for the ETH Web Core Area")
   d. Description of operating systems and processes relating to the ETH Web Core Area provided by IT Services on behalf of Corporate Communications ("OLA for the ETH Web Core Area")

[2] The latest versions of these documents are available at www.ethz.ch/web-guidelines

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[3] Art. 8bis(3) BOT

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Section 2: Responsibilities

Article 4   Responsibilities

[1] The Executive Board of ETH Zurich has overall responsibility for the ETH Web.

[2] Corporate Communications is responsible for the overall design, web design aspects and minimum information architecture requirements (e.g. navigation) for Websites within the ETH Web Core Area.

[3] The organisational units operating the relevant Web Application are responsible for information architecture and the content of Web Applications within the ETH Web Core Area.

[4] The publishers of Websites within the ETH Web Special Interest Area are responsible for web design, information architecture and the content of Websites and Web Applications under the ethz.ch Domain.

[5] ETH Zurich IT Services are responsible for the technical operation, maintenance and development of infrastructure within the ETH Web Core Area.

[6] In the event of any disagreement regarding responsibilities, the matter shall be determined by the President.

Article 5   Roles

[1] The following roles are defined for all Websites within the ETH Web:

1. Publisher: responsible for content and formal requirements
2. Web Coordinator: point of contact for all web-related queries (with super user function)
3. Editor: responsible for creating and maintaining Webpage content
4. Webmaster: responsible for the operation of the web server and Web CMS

[2] The Publisher roles are allocated as follows:

- Main Site: President of ETH Zurich
- Student portal: Rector of ETH Zurich
- Websites of the University Assembly and Lecturers' Conference: the elected Presidents
- Websites of academic departments: Heads of Department
- Websites of organisational units within the academic departments (e.g. ISG, Pool Group): heads of individual units
- Websites of institutes, centres, laboratories: relevant heads
- Websites relating to professorships: professors
- Websites for projects, events: managers responsible
- Web Applications: managers responsible

[3] The Publisher may delegate responsibilities to suitable individuals.

[4] Corporate Communications has overall responsibility for the content of the Main Site and is also responsible for appointing the Web Coordinator and Editors for the Main Site.

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[5] Corporate Communications may delegate responsibility for the content of subsections of the Main Site to the relevant organisational units.

[6] The relevant Publisher is responsible for assigning the Web Coordinator and Editor roles for all other Websites within the ETH Web Core and Special Interest Areas.

[7] IT Services is responsible for the Webmaster role in relation to the ETH Web Core Area.

[8] The relevant Publisher is responsible for assigning the Webmaster role in relation to the ETH Web Special Interest Area.

Section 3: Minimum requirements for the ETH Web as a whole

Article 6   General minimum requirements

[1] The ETH Websites and Web Applications must relate to the remit of ETH and comply with the following minimum requirements:

   a. It is not permitted to display any content that could damage the reputation of ETH Zurich or infringe third-party rights[4].
   b. Content, available functions and links must be kept up-to-date.
   c. The Publishers must be named in the publishing information (known as the "Imprint").

[2] The www.ethz.ch homepage must be set up to ensure full accessibility. For all other Websites, adherence to the internationally accepted guidelines on web content accessibility (www.w3.org/WAI) is recommended.

Article 7   Analysing usage

[1] Usage of all Websites and Web Applications within the ETH Web may be analysed on an anonymous basis[5]. It is not permitted to collect and analyse personal data pertaining to usage and users.

[2] Except as otherwise provided herein, Article 11(4) BOT applies in respect of the use of web analytics programs.

Article 8   Use of third-party services

[1] The origin of any third-party services or digital resources used must be properly disclosed. It is essential to ensure that copyright is respected.

[2] Corporate Communications is permitted to prohibit the use of any third-party services that give rise to reputational concerns. IT Services and IT Security Officers are permitted to prohibit the use of third-party services where there are any concerns regarding security or performance.

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[4] Art. 16 and Art. 19(2)(a) BOT
[5] Art. 2(8) BOT

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[3] In case of doubt, the President shall have the final decision.

Section 4: ETH Web Core Area

Article 9   Service and use

[1] Corporate Communications provides a Web CMS for the ETH Web Core Area. It is responsible for defining the formal requirements on behalf of the Executive Board (information architecture, high-level navigation structure, web design) and overseeing the implementation.

[2] All publicly accessible Websites for the Executive Board, central units and academic departments and the student portal must be published on the available Web CMS and designed using the applicable Web CD. Corporate Communications will provide templates for this purpose.

[3] External organisations maintaining Websites in cooperation with ETH organisational units may also use the ETH Web Core Area, provided that ETH has the lead role under the cooperation arrangement.

[4] The CD Applications must be used to design publicly accessible Web Applications within the ETH Web Core Area. IT Services is responsible for supplying the CD Applications in consultation with Corporate Communications.

[5] ETH organisational units using the ETH Web Core Area are required to enter into a Service Level Agreement (SLA) with Corporate Communications.

[6] In consultation with the higher-level unit concerned, Corporate Communications shall archive and subsequently remove the Websites of retired professors of ETH Zurich or disbanded organisational units.

[7] Such Websites may be retained where there are special grounds for doing so. In these circumstances, Corporate Communications shall include a reference to the individual's retired status on the Website.

Section 5: ETH Web Special Interest Area

Article 10   Usage

[1] Organisational units using their own Web CMS to publish Websites and Web Applications within the ETH Web Special Interest Area are responsible for all content as well as development, operation, maintenance, support and upgrades etc.

[2] All organisational units below academic department level are advised to use the ETH Web Core Area on the grounds of functionality, cost and branding.

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³ Organisations with separate legal personality, which are affiliated or related to ETH are not permitted to use the ETH Web CD or CD Applications. Any exceptions must be approved by the Executive Board.

⁴ The relevant Publisher is responsible for archiving the Websites of retired professors or disbanded organisational units within the ETH Web Special Interest Area. If the Publisher is no longer at ETH, the higher-level organisational unit is responsible for making the relevant decisions.

Article 11   Minimum design requirements

¹ Websites within the ETH Web Special Interest Area must meet the following minimum formal requirements:

  a. All Websites must include publishing information.
  b. All Websites must display the current ETH logo in the top left-hand corner. This logo must provide a link to the homepage of the ETH Zurich Main Site (https://www.ethz.ch/).
  c. All Websites must display a link to the homepage of the higher-level organisational unit.
  d. All Webpages must display a copyright notice referencing the homepage of the ETH Main Site (https://www.ethz.ch): © 20XX ETH Zürich (German) or © 20XX ETH Zurich (English).
  e. These requirements do not apply to organisations affiliated or related to ETH, as specified in Article 10(3).

² It is advisable to use the ETH CD Applications to design Web Applications. This rule also applies to all organisational units that publish Websites within the ETH Core Area on a voluntary basis.

Section 6: Concluding provisions

The provisions in this section apply to the entire ETH Web.

Article 12   Copyright

¹ Intellectual property rights, including, in particular, ETH Zurich and third-party copyright and trade mark rights, must be respected. Content may only be published if ETH Zurich holds the necessary rights.

Article 13   Donors and sponsors

¹ ETH Websites and Web Applications may include references to donors and sponsors. Commercial advertising is not allowed. The President is responsible for making decisions regarding any exceptions to this rule⁶.

² The logos of donors or sponsors may not appear larger or more prominent than the ETH Zurich logo.

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⁶ Art. 7(3) BOT

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Article 14   Quality assurance

[1] The relevant Publishers are responsible for ensuring that content is accurate.

[2] Corporate Communications may carry out random checks to ensure that published web material complies with the formal requirements (e.g. clarity, grammar, currency, links), its impact on reputation and whether it complies with the ETH Web Policy.

[3] Corporate Communications may instruct the Publishers responsible to make any necessary adjustments.

[4] If an issue is still not resolved following a request to this effect, Corporate Communications may instruct the IT Security Officer to take Websites, Webpages or Web Applications offline.

[5] The President of ETH has the power to determine any disputes.

Article 15   Liability and abuses

Liability and abuses shall be governed by the provisions of the ETH Zurich Acceptable Use Policy for Telematics Resources (BOT) dated 19 April 2005.

Article 16   Commencement

This Policy takes effect on 1 September 2016 and replaces the ETH Internet Policy (ETH Internet Richtlinien) dated 1 August 2009.

Zurich, 23 August 2016

For and on behalf of the Executive Board:

The President: Lino Guzzella

Secretary General: Hugo Bretscher