



Information Services

Birkbeck Information Security Policy

Supporting Policy 10: Birkbeck Web Presence Policy

Approved by: Strategic Planning Committee

15 September 2022

1. Context

This policy forms part of the [Birkbeck IT Regulations](#). For more information, contact Birkbeck IT Services, a link to their contact details is available on the [Birkbeck IT Regulations](#) page.

2. Introduction

2.1 Content is published both on the main College web presence and on web presences which are within the College domains.

2.2 This policy governs the publishing of information on College web presence and web presences within the College domain.

2.3 If a member of staff is considering creating a new website for official College content, then they must contact the Head of Corporate Information and Web Systems (in ITS) or the Web and Social Media Manager (in Marketing and External Relations) in the first instance for appropriate advice and guidance.

3. Classification of content

3.1 The College web presences host only official content. Personal content is not allowed.

3.2 All official College content should be hosted on the College web presences (College-hosted) or within alternative, approved systems (externally hosted).

3.3 Official content is concerned with the corporate work of the College, whether by theme (e.g. prospectus, research, project) or organisational unit. Official content carries the endorsement of the College.

3.4 Content not endorsed by the College is considered personal and should not be hosted on College web systems.

4. College-hosted official content

4.1 All College-hosted official content shall be created in line with the College web content guidance for design consistency.

4.2 You must identify a web presence owner (primary contact) who is a member of College staff with a College email address. The web presence owner is responsible for content management (they may delegate this to another member of College staff) and for transference of any duties when they or their delegate leaves/moves their role (as part of a proper data handover). The web presence owner should be logged with ITS.

5. Externally hosted official content

In addition to the requirements above, an externally hosted web presence requires the presence/content owners to set aside budget and take on additional responsibilities including, but not limited to, the following:

5.1 When preparing a budget for external web development, it is necessary to include provision for regular security updates, patches and other amendments.

5.2 In line with requirements of the main Birkbeck Information Security Policy, it is the web presence owner's responsibility to ensure anyone given access to Birkbeck content is made aware of the Birkbeck IT Regulations and know that they are binding on them. This would normally be noted in the contract with the hosting provider. You must also consider the requirements for outsourced IT management policy (Supporting Policy 8).

5.3. Where a web presence is funded as part of a fixed-term project, the budget proposal must include a plan and provision for regular security and functional updates, as above, but also for appropriate archiving and storage of the web presence at the end of the project, in line with the requirements outlined by the funder. Options might include turning the web presence into static HTML or archiving it in the Birkbeck Data Repository.

5.4. Domain registration shall be handled by IT Services – including registration, renewal and re-charging of all domains. This will ensure that DNS is configured properly, and URL re-direction can be done when necessary. ER and ITS approval is required (may be denied in cases of unreasonable or particularly costly domains).

5.5. To avoid passing any credentials in the clear, all web sites must make use of certificates (use HTTPS rather than HTTP). This provides for additional security and assurance to site visitors.

5.6 You must identify a web presence owner (primary contact) who is a member of College staff with a College email address. In addition, you must identify any secondary contacts, technical contacts and responsibility for transference of any duties when any of these individuals leave their roles (as part of a proper data handover).

6. Legal Framework

The following are some of the legal constraints that apply to material published on the Birkbeck domain or by any member of Birkbeck. Generally, legislation that applies to other publishing media apply equally to the web.

6.1 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.

6.2 Data Protection Act 2018

See Supporting Policy 1: Birkbeck Data Protection Policy.

6.3 Disability Discrimination Act 1995 (and Special Educational Needs and Disability Act 2001)

6.4 Accessibility Regulations 2018

6.5 Defamation and Libel

6.6 Pornography

6.7 Offensive Material

6.8 Privacy and Electronic Communications Regulations (PECR) - covering Cookie consent.

7. Technical Standards

As a minimum, all official College web pages must be developed to the technical standards in the associated Code of Practice 3: Birkbeck web standards.