

POLICY

It is the policy of the Upper Grand District School Board to support communication between the Board and its community, and between its schools and their communities, by providing guidelines for effective participation in the internet. The Board encourages schools and Board departments to communicate information and activities by developing and maintaining websites.

Administrative Detail

1. Student safety and security shall be the first priorities in implementing this policy.
2. This policy applies to all public non-secure websites hosted by the Board.
3. It is the responsibility of the Chief Information Officer to administer this policy.
4. The Communications Office has immediate responsibility for the implementation of this policy.
5. The Board Webmaster shall work in consultation with the Communications Office and other groups within the Board to manage and publish appropriate material on the Board website.
6. All websites that provide information related to the business of the Board shall use the web-hosting services provided by the Board (see Procedures Manual #312-A, Section A, Definitions).
7. Principals have immediate responsibility for the implementation of this policy in their schools.
8. Each school that maintains a website shall identify a School Webmaster who shall be a Board employee and responsible to the Principal.
9. Schools that maintain websites shall ensure that the content is current and accurate.
10. The Board reserves the right to remove content or websites that are not compliant with this policy.

11. This policy operates in conjunction with the Web Publishing Procedures Manual #312-A, the Web Publishing Handbook, and Policy #511 Acceptable Use of Computer Networks and Internet.
12. This policy operates in conjunction with the Copyright Act (Canada), the Personal Information Protection and Electronic Documents Act (Canada) (PIPEDA), the Education Act (Ontario), the Municipal Freedom of Information and Protection of Privacy Act (Ontario) (MFOIPPA), the Personal Health Information Protection Act (Ontario) (PHIPPA), and other relevant legislation and Board policies.
13. Definitions of significant terms used in this policy are included in the Procedures Manual and the Glossary of Terms (Appendix "A").
14. This policy will be reviewed at least every three (3) years.

A. DEFINITIONS1. Business of the Board

The dissemination of any information related to staff or students.

2. Board Websites

The main Board website/webpages and all other Board department websites/webpages (e.g., The Terry James Resource Centre, Planning Department).

3. School Websites

The main school website and all other school, departments, teacher, student, school council, and classroom websites/webpages not named in Board websites, #2 above.

4. Board Webmaster

The person responsible for the creation and maintenance of the Board's website and also provides support to school webmasters.

5. School Webmaster

The person responsible for the creation and maintenance of a school website.

B. PURPOSE

1. The purpose of a website is to:

- a) provide a vehicle for the distribution and collection of selected information;
- b) highlight initiatives and events;
- c) provide dynamic information about the community;
- d) provide links to selected educational sites and approved non-board websites.

C. CONTENT AND STANDARDS

This section provides both requirements and suggestions for all websites.

1. Mandatory Requirements

- a) All websites will be hosted by the Board and provide a homepage-link to the main Board website.
- b) The Board logo will appear on the homepage of all websites.
- c) All websites will include disclaimers (see Appendix "B") pertaining to:
 - i. personal information and privacy;
 - ii. external links;
 - iii. copyright, and
 - iv. student and/or teacher webpages.
- d) All websites will use the generic school e-mail contact for communication.
- e) All information posted to websites is the responsibility of the designated webmaster.
- f) All websites will adhere to the Web Publishing Handbook established by the Board.
- g) All websites should reflect current and accurate information.
- h) Websites will not include any identifying information such as personal phone numbers, personal addresses, or personal e-mail addresses for staff or students.
- i) Websites will not include any Board-provided staff or student e-mail addresses.

- j) Websites will not include any advertisement, logo, testimonial or endorsement of any product or company except for official partnerships.
- k) Websites may contain links to external sites provided that the guidelines in the Acceptable Use of Computer Networks and Internet Policy #511 are met and a disclaimer is clearly displayed. (see Appendix "B" for disclaimers).

2. Safety and Security (Student Safeguards)

- a) No personal information or photographs shall be posted on websites, without written informed consent of the custodial guardian or adult student if eighteen (18) years of age or older.
- b) With informed consent, when photos of students are posted they will not include students' last names.
- c) With informed consent, students work (for example: art, writing, science projects) may be posted with a first or last name, but not both.
- d) No school floor plans will be posted.
- e) No unmoderated content will be permitted on any Board-hosted website including blogs, guestbooks, wikies, or chatrooms, etc. (see Glossary for definitions).

D. WEBMASTER RESPONSIBILITIES

- 1. It is the responsibility of a Webmaster to:
 - a) ensure that the websites are intact and do not contain broken links, and
 - b) add, modify and delete content to keep information current and accurate.

E. COPYRIGHT

- 1. It is not legal to use work (hard copy or electronic version of graphics, video, audio, text) created by others without the creator's permission.

2. Copyrighted materials may not be reproduced or transmitted via the Board's equipment, including its webserver, without permission.
3. Webmasters must comply with copyright regulations.
4. Students retain copyright on materials they create that are posted on the web.
5. Employees may retain copyright when consistent with Board policies.
6. Schools must obtain permission from owners of copyright when including material created by others (see Appendix "B" for disclaimer).
7. Schools must include a copyright notice to others regarding the use of staff or student materials (see Appendix "B" for disclaimer).

Item	Description
Blog	Web log or simply a Blog, is a web application which contains periodic posts on a common webpage. These posts are often but not necessarily in reverse chronological order. Such a website would typically be accessible to any internet user.
Chat Rooms	A site on the internet where a number of users can communicate in real time (typically one dedicated to a particular topic).
Guest Books	This term is used on websites for an electronic equivalent of a guest book. The visitor (almost always voluntarily) will post a comment with his/her (user) name.
Internet	A system of interconnected computer networks linked globally by telecommunications technologies.
Hosted	A service that stores websites on a server, allowing it to be accessed by users on the internet.
Link	A "hot spot" or highlighted words, phrases or graphics on a webpage that when selected will connect to another webpage or website. A link is usually displayed in some distinguishing way, such as a different colour, font or style. Links are also referred to as hyperlinks.
Webmaster	The person responsible for the creation and maintenance of a website.
Webpage	A page that can be viewed on the web. It may contain text, pictures, video and/or sound. Webpages are found on the internet and can contain any information provided by the author. Webpages can be accessed by any internet user.
Webserver	A computer used to store and distribute websites on the internet.
Wiki	A wiki is a type of website that allows users to easily add, remove, or otherwise edit all content, very quickly and easily, sometimes without the need for registration. This ease of interaction and operation makes a wiki an effective tool for collaborative writing. The term wiki can also refer to the collaborative software itself (Wiki Engine) that facilitates the operation of such a website.

1. Student Webpage

This is a student webpage. It has been approved by the Principal. Opinions expressed on this page are those of the student and may not necessarily reflect opinions of the school or the Upper Grand District School Board.

2. Teacher Webpage

This is a teacher webpage. It has been approved by the Principal. Opinions expressed on this page are those of the teacher and may not necessarily reflect opinions of the school or the Upper Grand District School Board.

3. Copyright

All materials (the "content") published or otherwise accessible through these webpages including, but not limited to, articles, text, photographs, images, illustrations, audio clips, video clips, and software, are protected by Canadian Copyright laws, and are owned or controlled by the Upper Grand District School Board, and/or any others who may own copyright. All visitors shall abide by all additional copyright notices, information and restrictions contained in any content accessed through the site. Any reproduction, modification, publication, transmission, transfer, sale, distribution, performance, display or exploitation of any of the content, whether in whole or in part, without the express written permission of the Upper Grand District School Board, the school name and the name of copyright holder, is prohibited.

4. Links to External Sites

Every reasonable attempt has been made to ensure that our webpages are educationally sound and do not contain links to any questionable material or anything that can be deemed in violation of the Upper Grand District School Board Web Publishing Policy #312 and Procedures Manual and/or The Acceptable Use of Computer Networks and Internet Policy #511. Links outside this website are provided only for the convenience of users. No endorsement of any third party products or services is expressed or implied by any information, material or content referred to, included on, or linked from or to this website.

5. Personal Information and Privacy

The Upper Grand District School Board is committed to respecting the privacy of our staff and students. The handling of all personal information by the Upper Grand District School Board is governed by the Education Act, the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and the Personal Information Protection and Electronic Documents Act (PIPEDA). Personal information shall not be posted on websites without first receiving prior written consent from either the parent/guardian or adult student (18 years of age or older).