

Section Five: Policies relating to the collection of data on Web pages

- 5.1 **Compliance with policy:** All Official Web pages and Research and Instructional Web pages as defined in the World Wide Web Policies located at <http://www.miami.edu/web/policies.html>, **must** comply with the “Policies relating to the collection of data on Web pages. Personal Web pages **must not** include the University’s Privacy Statement.
- 5.2 **Responsibility:** Any Web site that collects information from individuals, whether with the user’s permission or not, **must** include a link to the privacy statement on the home page, although a link from every page on the site is preferred. The site administrator **must** go to the privacy statement generator (at <http://www.miami.edu/privacy/generator/>) in order to obtain a URL for the site-specific privacy statement (with a site-specific phone number, web address, and e-mail address) or link to the general university statement at <http://www.miami.edu/privacy/>. A site-specific version of the privacy statement is needed if the site collects information of any kind from a user.
- 5.3 **Information collected by technology:** Any Web site that collects information without the express permission of the user (e.g., for basic server logs including IP address and object requested, **must** include a link on the home page to the privacy statement, although a link from every page on the site is preferred. In addition, the site administrator **must** follow the guidelines included in the statement. User information can be used only to diagnose problems with the server, for general server administration, or for broad demographic descriptions of usage of the site.
- 5.4 **Information provided explicitly by the user:** Any Web site that collects information directly from the user (e.g., through a form, survey), including an e-mail link, **must** include a link from the home page to the privacy statement. At the point where information is collected, it must be explicitly clear on the licensee’s site who is collecting the information. In addition, a privacy link on each page collecting personal information **must** point to the section of a site-specific privacy statement page entitled “Information You Provide.” The site administrator **must** agree to follow the guidelines included in the statement. The information collected **must** be used only in the manner expressly mentioned on the page where the user is asked to provide the information. Site administrators **must** provide a way for the user to opt out of any mailing list.
- 5.5 **External links on the Web site:** Any Web site that contains links to non-University of Miami Web sites **must** include a link from the home page to the privacy statement, although a link from every page on the site is preferred. It is recommended that an additional privacy link on each page linking to an external Web site point to the section of the privacy statement page entitled “Links Contained on Our Websites.”
- 5.6 **Public forums:** Any Web site that includes the use of forums, message boards, and/or news groups **must** include a link from the home page to the privacy statement, although a link from every page on the site is preferred. In addition, a privacy link on each page containing a public form **must** point to the section of a site-specific privacy statement page entitled “Public Forums.”

- 5.7 **Collecting information from children:** Any Web site that is made for children under 13 years of age **must** include a link from the home page to the privacy statement, although a link from every page on the site is preferred. In addition, a privacy link on each page collecting personal information from children **must** point to the section of a site-specific privacy statement page entitled “Children’s Guidelines.” Site administrators **must not** request information from children less than 13 years of age without prior parental consent or parental notification. Site administrators must not entice children less than 13 years of age with games or prizes in order to collect personal information. If parental consent is not possible, information collected from children less than 13 years of age **must** be used only to directly respond to the child’s request.
- 5.8 **Choice/Opt-Out:** Any area that contacts individuals through a mailing list **must** include a link from the home page to the policy statement, although a link from every page on the site is preferred. In addition, a privacy link on each page collecting personal information **must** point to the section of a site-specific privacy statement page entitled “Choice/Opt-Out.” The site **must** provide a way for the user to be removed from the mailing list. If the site administrator is contacted by the University Webmaster with a request from a user to be removed from a mailing list, the site administrator **must** make every effort to remove the user from the list as soon as possible.
- 5.9 **Correct/Update:** Any area that keeps information about users **must** include a link from the home page to the privacy statement, although a link from every page on the site is preferred. In addition, a privacy link on each page collecting personal information **must** point to the section of a site-specific privacy statement page entitled “Correct/Update.” Such sites **must** provide a way for the user to update this information. If the site administrator is contacted by the University Webmaster with a request from a user to change information being stored by that area, the site administrator **must** make every effort to update the information as soon as possible.