
WUSM Web Theme Usage Policy

General guidelines

The WUSM Web Theme was developed to allow participating departments, programs, centers and business units at the School of Medicine to create their own sites for school- or university-related projects. The theme allows for clinical (Physicians) or academic (School of Medicine) branding.

This service is not for personal use. Please do not request registration or use of the WUSM Web Theme in the name of a department, office or special project unless you are the official representative for that department, office or project.

Sites that are registered to unauthorized users, or for unauthorized uses, will be deleted and assigned to appropriate departments, offices and/or projects. A nonparticipating school or unit may request that any site representing the school or unit without authorization be deleted without approval from the site owner.

The theme provides websites with their look, feel and functionality. [Learn About the Theme](#)

All Washington University School of Medicine community members developing a website that involves the university, its schools, departments, programs, and other business units must agree to adhere to the WUSM Web Theme usage policy and any terms of service detailed therein before creating a website with the theme.

Representation of Washington University School of Medicine and Washington University Physicians on digital media platforms shall be authorized through the Office of Medical Public Affairs.

In accordance with university policy, any existing websites or pages that represent Washington University are reviewed routinely and may be amended or, when necessary, removed without prior consent or notice.

The WUSM Web Theme may be used by student organizations as long as the student group is officially recognized by the university. Any student organization that is not officially recognized, or one seeking a custom design for its website, should use an alternative service.

Authentication

Any individual utilizing the WUSM Web Theme must authenticate their access to their test site using their WUSTL Key. Individuals must adhere to all university policies and state and federal law, including but not limited to policies governing the use of WUSTL Keys, information technology security, computer use, and employee and student conduct.

Staying active with content publishing

All WUSM Web Theme websites must be associated with an active WUSTL Key. Websites with no active “owners” may be deactivated. Users of the WUSM Web Theme assume responsibility for ensuring that the content on their sites is routinely updated and accurate. A site may be flagged as inactive if it has not been updated in the past 12 months. After consultation wherever possible with the creator of the site, the Office of Medical Public Affairs will make a determination whether to deactivate the site, which means the site will no longer be accessible on the Web.

Use of university identity and marks

All policies, procedures and guidelines regarding university trademarks, names and symbols apply to websites.

The university does not permit explicit or implied institutional endorsements of any kind through the use of its names, trademarks, logos or images – including pictures of campus buildings.

The Office of Medical Public Affairs can offer guidance about how properly to use names, logos, etc. to resolve any branding and copyright/trademark issues.

University policies and guidelines are available online, and the following are links to policies referenced above:

- [Computer use policy](#)
- [Information security policy](#)
- [System access control guidelines](#)
- [Logotypes and other symbols](#)
- [Washington University domain name use](#)
- [Commercial use of Washington University names and symbols](#)
- [Licensing and trademarks for products](#)
- [Code of conduct](#)
- [University student judicial code \(PDF\)](#)

Appropriate use of marks related to the School of Medicine

Sites created within the WUSM Web Theme should adhere to the [branding standards](#) for the School of Medicine.

Approval from Medical Public Affairs must be obtained in order to include logo marks or links to any third-party sites beyond links to and approved marks for social media sites.

Content

Users of the WUSM Web Theme are expected to adhere to conventional standards of ethics and polite conduct in their use of the theme. The inclusion of language or other content material that is illegal, obscene, defamatory, threatening, invasive of privacy, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to any person or entity, or otherwise injurious or objectionable as determined by the university is unacceptable and may be removed.

Material that is proprietary or infringes intellectual property rights, including material protected by copyright that you are not otherwise authorized to utilize or distribute, shall not be included on a website representing Washington University School of Medicine or its clinical practice, Washington University Physicians.

Washington University and the Office of Medical Public Affairs shall have the right to remove, in its sole discretion, any content that it considers to violate this and other university policies.

Sites created in WordPress, and using the WUSM Web Theme, cannot secure sensitive information. Do not use the WUSM Web Theme to publish or collect sensitive or protected information including:

- Protected Health Information (PHI), as defined by HIPAA (Health Insurance Portability & Accountability Act). Publishing PHI in violation of HIPAA is prohibited. All users of the WUSM Web Theme must comply with the university's HIPAA policy.
- Student education records, as defined by FERPA (Family Educational Rights and Privacy Act). Publishing information protected by FERPA is prohibited. All users of the WUSM Web Theme must comply with the university's FERPA policy.
- E-commerce and payment information. The WUSM Web Theme may not be used to facilitate any payment processes or other e-commerce purchasing services. For information regarding available services, please see <http://www.wustl.edu/etransact/>.
- Other confidential information, such as personnel records or material in which one has a reasonable expectation of privacy

If you are considering a site with any of these special considerations, please contact Medical Public Affairs for assistance with identifying an alternative solution to create your site.

If you would like to request a site or register a URL, please complete the [Assistance Request Form](#).

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