SUNY Plattsburgh

Web Content Management Policy

Office of Institutional Advancement
Office of Marketing & Public Relations

Updated February 2, 2010
Table of Contents

A. Primary Goals of the Main College Web Site ............................................. 3
B. Roles and Responsibilities ........................................................................... 4
C. Classification of Web pages ........................................................................ 7
D. Web Development Process .......................................................................... 9
E. Specific Policies ............................................................................................ 10

Appendices ....................................................................................................... 12
   • Example of Web Site Tiers
   • Web Privacy Policy (2009)
A. Primary Goals of the Main College Web site

The SUNY Plattsburgh Web site is the public face of the college. It serves mainly the marketing and communications needs of the college, and is our primary and most important communications and recruitment tool for our external stakeholders.

Primary audiences:

- Prospective students and their families (recruitment).
- Alumni, donors, and friends (advancement).

Other key audiences are:

- Enrolled students.
- Faculty and staff.
- Interested parties and associations.
- Prospective employees.

The information and communications needs of these four key audiences are very specific and critically important. Their needs can be best met through My.Plattsburgh.edu, Angel, and finally the plattsburgh.edu Web site.

The SUNY Plattsburgh Web site is a communications and informational vehicle. Accordingly, official pages require:

- Editorial review.
- High level of accuracy.
- Frequent review and updating.
- Integration of messaging.

Content that is engaging, lively, and produced with a specific audience in mind.
B. Roles and Responsibilities

B. 1 Office of Public Relations & Marketing

Content management of the site is established under the auspices of the Office of Institutional Advancement. This management involves close consultation with the Office of Marketing and Public Relations, and the Web Oversight Working Group (WOWG), as well as the Dean of Library and Information Services and colleagues in Computing and Media Services. A subgroup of the WOWG, the Web Operations Group (Web-Ops), meets regularly to address ongoing technical issues.

All official pages on the SUNY Plattsburgh Web site are maintained on college servers and must adhere to campus Web site policies. SUNY Plattsburgh is solely responsible for the content and copyright for official Tiers 1 and 2 Web pages and should follow the graphic and style guidelines of the college (http://www.plattsburgh.edu/pr/guides.php). Tier 3 pages belong to the organizations and/or individuals who created them, and such organizations and/or individuals are responsible for ensuring that materials meet legal and college policy requirements.

B. 2 Campus Stakeholders

In order to be successful, the official Web site requires a collaborative, proactive approach with key stakeholders across campus. As such, all stakeholders share the same broad goals and objectives. Stakeholders are appointed by department deans in consultation with PR/Marketing.

1. Supporting the institutional goals and key initiatives of the college.

2. Support recruitment, retention, and graduation of students.

3. Develop content that is audience focused, relevant and valuable to our web audiences, while ensuring the best possible presentation, navigation, currency, interactivity, and accuracy.

4. Promotes a consistent image and identity for the college to enhance marketing effectiveness.

5. Periodically assess the effectiveness of web pages.

There are three types or levels of campus web development partners:

B. 2.a Content Area Coordinator

Assumes overall responsibility for managing an area's official web presence in coordination with the Web Development Team. However, the Content Area Coordinator can not override decisions made by the Web Editor. Only faculty or professional staff can fill this role (not students).

Specific responsibilities include:
• Work closely with the Web Editor to ensure overall implementation of best web practices in pursuit of the college’s strategic goals.
• Proactively monitor web pages for professionalism, adherence to campus web policies, quality, timeliness, consistency, audience-focus, and functionality (e.g., working links).
• Supervise the writing and production of web pages and content.
• Formally review content at least once a year.
• New Web sites, Web sites engaging in significant overhauls, or Web sites identified as key areas by the Web Editor, are required to provide an Annual Web Development Plan (developed in consultation with the Web Editor).

B. 2.b Web Writer

This person must have superior communication and writing skills. Web Writers may also serve as the Production Assistants for their designated web pages. Only faculty or professional staff can fill this role – not students.

Specific responsibilities include:

• Writing engaging content that meets the needs of key audiences, as defined by the Content Coordinator and the Web Editor.
• Other web writing duties as assigned by Content Area Coordinator or Web Editor.

B. 2.c Production Assistant

This person posts updates and corrections, as well as new content or changes, as assigned by the Content Area Coordinator and/or Web Writer. This position can be filled by faculty, professional staff, or by closely supervised students (as approved by the Web Editor).

_It should be noted that these roles represent an ideal structure for area content development and oversight; it may not be possible for all departments or groups to assign these roles depending on staffing or resource limitations or priority. However, assigning one or more of these roles to an internal department member will help ensure an effective Web presence for that area._

Campus Groups

Web Oversight Working Group

The Web Oversight Working Group (WOWG) is a standing body comprised of faculty, staff, and student representatives. Formed in the summer of 1999, the group makes policy recommendations to the Dean of Library and Information Services and/or the Vice President or Associate Vice President for Institutional Advancement, who presents the recommendations to Executive Council for approval. The WOWG may consider all facets of the Web site including such items as: systematic development, functionality, policy enhancements, design, navigation, support, editorial quality, consistency, and accuracy.
Web Development Group

The Associate Vice President for Institutional Advancement is charged with implementing the overall policies related to web development.

In order to ensure consistency of message as well as graphic identity standards, this policy gives the Web Editor, Assistant Web Editor, and Associate Director for Marketing and New Media responsibility for the college’s “official” or Tier 1 web pages (see definitions below).

The Web Editor, reporting to the Associate Director for Marketing and New Media, is the point person for the general management of Tier 1 Web site content on a daily operational level. The Web Editor reviews, edits, and approves content and advises departments and areas on ways to maximize their content opportunities. In addition, the Web Editor will make suggestions on navigation, usability and assist the associate director with analysis of site usage and other pertinent information. The Web Editor is available to assist campus stakeholders in building web pages that are optimal for users and for creating an effective institutional web presence.

The Associate Web Editor, reporting to the Associate Director for Marketing and New Media, works collaboratively with the Web Editor and the Associate Director of Marketing to enhance the college's Web presence. The Associate Web Editor handles a range of tasks related to web development but works specifically with academic departments to maximize their content opportunities and conduct regular assessments and revisions of their content with an eye to our primary audiences.

The Senior Programmer Analyst ensures proper operation and management of college Web servers, and provides programming services as needed. The Web System Administrator shall ensure server availability, maintain regular back-ups of the server content, and may provide limited software support where applicable.

All official pages on the SUNY Plattsburgh Web site are maintained on college servers and must adhere to campus Web site policies. SUNY Plattsburgh is solely responsible for the content and copyright for official Tier 1 Web pages. Tier 2 and 3 pages belong to the organizations and/or individuals who created them, and such organizations and/or individuals are responsible for ensuring that materials meet legal and college policy requirements.
Organizational Chart

Vice President for Institutional Advancement

Director of Marketing & Public Relations

Associate Director of Marketing & New Media

Web Editor

Associate Web Editor
C. Classification of Web Pages

C. 1 Tier 1 Pages

Tier 1 pages adhere to the college’s approved design and content guidelines, and are presented solely in the official design template of the institution.

Providing compelling and engaging content that meets the needs and goals of key audiences is essential to advancing the strategic goals of the college. To ensure consistent messaging, as well as strong, consistent, and professionally presented visual imagery, content updates or edits on Tier 1 pages need to be approved by the campus marketing operation. These changes, however, may be implemented by individuals within respective areas, departments, or centers in accord with the roles described below.

Tier 1 pages include, but are not limited to, pages that directly address the following audiences:

1. Prospective students and families.
2. Alumni, friends, and donors.
3. Enrolled students.

Tier 1 pages also include content that “fills out” top-level areas. These secondary audiences may include current faculty and staff, prospective employees, and the local community.

C. 2 Tier 2 Pages

The development, implementation, and ongoing maintenance of Tier 2 pages are the sole responsibility of the Content Area Administrator as defined below.

Tier 2 pages represent a secondary web presence for a campus-based unit or group that is sanctioned or approved by an academic or administrative office at SUNY Plattsburgh. Tier 2 Pages may include, but are not limited to, offices, institutes, and centers that support the mission of college.

Tier 2 pages belong to offices on campus that may primarily serve internal audiences (faculty, staff, or students). Many of these pages may eventually be accessed from the forthcoming campus portal system. Because these pages are often accessed by external audiences, it is important that they are consistent with the web graphic identity standards.

Tier 2 pages may be hosted on either the primary college web server or, in some cases, as approved by the Web Oversight Working Group, an alternative server.

Pages residing on the primary (official) Web server must:

1. Be developed, implemented and maintained using the college's content management system (currently WIDGET).
2. Follow the guidelines established for official pages.
3. Use graphic images approved by the Web Editor.

Tier 2 pages (hosted on the primary college web server) must display the following minimum content items:

- Official template and top navigation bar (with institutional logo, Web menu, home link, etc.).
- Divisional, department, or office name.
- Contact name (department chair or director).
- Campus address, phone number, fax number, and email address or alias.

Tier 2 pages (hosted off-site) We prefer that you link back to www.plattsburgh.edu, use left navigation, official logo, and our colors to ensure a representation consistent with that of SUNY Plattsburgh. At your request we can provide the html code of our official templates, however, we do not provide custom templates. You should also comply with 508/ADA standards to ensure proper accessibility for all users. No assistance from any college department will be provided for Web sites hosted off-site.

E-mail addresses must be viable to handle online inquiries; this in turn requires that a faculty or staff member be designated to read and respond promptly.

C. 3 Tier 3 Pages

Tier 3 pages are created, maintained, or hosted using institutional resources, but which do not officially represent a campus-based group or unit. Tier 3 pages may include, but are not limited to, the personal pages of students, faculty, staff, and groups affiliated with the college. Development, implementation, and the ongoing maintenance of these pages are the sole responsibility of the information provider. The Web Editor and related staff are unable to support or assist in the creation and management of these pages.

C. 4 Classification Listing

Please see Appendix A for a comprehensive list of pages as they fall within the Tier System.
D. Web Development Process

D. 1 Tier 1 Pages

The efforts of the staff in the Office of Marketing and Public Relations are focused on Tier 1 pages.

Process:

1. Stakeholders submit content for review.
2. Submissions are edited as needed by the Web Editor and Associate Web Editor.
3. Submissions will be reviewed and approved in two weeks but time can vary depending on current work load.
4. After approval content is published to the live Web site.

D. 2 Tier 2 Pages

Changes and edits will be published immediately by the stakeholders in a department or area. Changes to Tier 2 pages will be tracked in Widget. As time allows, the staff in the Office of Marketing and Public Relations may review changes to area pages to ensure that standards and guidelines are being followed and implemented properly.

Process:

1. Department or area stakeholder(s) develop and submit content.
2. Changes are published by the department/area and go live immediately.
3. Content may be reviewed or edited at the discretion of the Web Editor and Assistant Web Editor.

D. 3 Tier 3 Pages

There is no official review or approval process for Tier 3 pages.

D. 4 Exceptions or Special Requests

Any requests for an exception to this policy must be made to the Director of Marketing & Public Relations. It is understood that for a period of time during the transition to this new policy will require flexibility from all participants in this critical process.
E. 1 Specific Policies

E. 1.1 External Links

Occasionally there is a need to link to a page on the “outside” (i.e. any page that does not reside on the SUNY Plattsburgh server). Any page within the content manager system (Tiers 1-3) that contains an outside link must have the linked pages open up in a new browser window. Links from Tier 1-3 pages to commercial organizations/businesses or promotional purposes’ are allowed at the discretion of the Web Editor. Should the Web Editor find any links questionable for any reason, he will bring the issue to WOWG for discussion and decision. The WOWG membership may choose to elevate the issue to the Executive Council if necessary.

Lastly, as an educational institution, SUNY Plattsburgh recognizes and adheres to the central tenants of academic freedom. As this policy outlines the fact that the college maintains the right to control the content of its “official” pages (Tiers 1-3), it also acknowledges the nearly impossible (and even undesirable) task of controlling, or taking responsibility for, all content on every page linked from the SUNY Plattsburgh Web site.

E. 1.2 Online Journals /Blogs

Online journals on SUNY Plattsburgh Web sites that are coordinated by faculty are required to comply with New York State law governing accessibility. Such online publications are not required to adopt the college's Web templates; however, they are encouraged to acknowledge and visually represent a connection to the college.

E. 1.2a Social Networking and New Media Technologies

Any campus department interested in utilizing Facebook, MySpace, YouTube, Twitter, Google Maps and or any other social networking/new media applications is required to contact the Office of Marketing and Public Relations prior to creating their own social media presence. Any content that can be used for official communications purposes will be incorporated into the College’s Web site.

The area of social networking and new media is a dynamic and promising one; the College will develop a separate policy on best practices and procedures for utilizing these new tools to promote interests of the institution.

E. 1.3 Non-Affiliated Associations

Campus content providers are required to ensure that non-affiliated associations linked on official SUNY Plattsburgh web pages be clearly identified as such (i.e., as being entities other than SUNY Plattsburgh). Representations of non-affiliated associations on the Web site are required to comply with New York State law concerning accessibility and to follow the general Web guidelines described in the college's Web Policies.
E. 1.4 Faculty Projects

Faculty-run or faculty-managed projects shall reside on the faculty server. When working on student projects, faculty must be provided passwords and login information.

E. 1.4a Student Projects

Student-run projects shall reside on the student server. If faculty member is involved in the project, it is their responsibility to decide whether it is principally a faculty project or a student project. When working on student projects, faculty must be provided passwords and login information. Faculty should encourage students to regularly monitor blogs and forms, to minimize spamming. Students should also be encouraged to close blogs and forms when they are on extended leaves and are unable to monitor their sites.

E. 1.5 Domain names on SUNY Plattsburgh Servers

a. Institutional affiliation (i.e., a "plattsburgh.edu" extension) shall be present in all domain names assigned by the college;

b. The use of a project name prefix (e.g., "communitywebvisibility.plattsburgh.edu") shall be reserved for departmental sites.

c. In addition to the domains of www, faculty, and student, other domains may be allowed for areas that logically define a set of web pages/sites according to function. Such domains are subject to approval by the Web Oversight Working Group. In all circumstances, the durability and currency of the information shall be a primary factor in establishing the site. Such domains are described below:

i. research.plattsburgh.edu - for faculty research projects that have durability, long-term currency, on-going relevance, collaborative foundations, and/or substantial funding streams;

ii. faculty.plattsburgh.edu

iii. clubs.plattsburgh.edu - for established campus clubs;

iv. organizations.plattsburgh.edu - for established campus organizations.

v. For Authorized and Affiliated pages, Web site owners are required initial Information Provider Agreement (IPA) forms when requesting the establishment of their sites. Site owners may be required to resubmit such forms periodically. Information Provider Agreement forms may be requested from Computing and Media Services.

d. Efforts shall be made to ensure that duplication of sites (the same materials on more than one server) be limited.

E. 1.5a Domain names for External Sites

If you are looking to secure or use non-Plattsburgh.edu domain names you must submit a written request to the Marketing and Public Relations for review.
F. 1.6 Privacy

For specifics on the SUNY Plattsburgh privacy policy, see Appendix B.
Appendix A – Example of Web Site Tiers (not a comprehensive list)

Tier 1
Academic Advising
Academic College Calendar
Academic Divisions
• Arts & Sciences
• Education, Health, and Human Services
• School of Business and Economics
Academic Programs
Admissions
• Graduate
• Undergraduate
• International Student Services
Career Development Center
Commencement
Deans
• Dean of Arts and Science
• Dean of Education, Health, & Human Services
• Dean of SBE
• Listing of Deans with contact information
Educational Opportunity Program (EOP)
Financial Aid Office
Housing & Residence Life
Institutional Advancement
• Alumni Affairs
• Foundation
• Public Relations and Marketing
• Vice President for Institutional Advancement
News Feeds
Office of the Dean of Students
Office of the President
Office of the Provost
Redcay Honors Center
Registrar
• Diploma Application (Graduation)
• Register for Courses
• Request Official Transcripts
Sights & Sounds of SUNY Plattsburgh
Sponsored Research
Student Accounts (formerly Bursar's Office)
Student Life
Student Orientation
Student Support Services
Summer Session
SUNY Plattsburgh Branch Campus at Adirondack Community College
University Police
Vice President for Academic Affairs
Vice President for Student Affairs
Vice Presidents listing with contact information
Winter Session

**Tier 2**

Academic Support Services (Learning Center)
  - Accounts Payable
  - Administrative Accounting
Angell College Center
Banner Web (Registration)
  - Budget Office
Business Affairs Office
Center for Diversity, Pluralism and Inclusion (CDPI)
Center for Service Learning and Volunteerism
Center for Student Health & Psychological Services
Center for the Study of Canada
  - Institute on Quebec Studies
  - Project Connect
Center for Teaching Excellence
College Council
College Handbook
  - Academic
  - Dean's List
  - Grading - Audit
  - Grading - Courses taken at another institution
  - Grading - Undergraduate
  - Grading - Withdrawal Policy
  - Procedure
Environment, Health, and Safety
  - Facilities, Maintenance, and Operations
Fitness Center
  - Human Resources
Help Desk (Computing Support)
Institute for Ethics in Public Life
Institutional Research
  - Internal Control Program
Lake Champlain Research Institute
Library and Information Services
  - Mail Center
  - Management Services
  - Payroll
  - Printing and Duplicating
  - Purchasing
Study Abroad and Exchanges
  - Telecommunications Office
Tier 3
Center for Inter-generational Studies and Programs (CISP)
  • Adirondack Regional Technology Center (ARTC)
  • Alzheimer's Disease Assistance Center (ADAC)
  • Eastern Adirondack Health Care Network (EAHCN)
  • Third Age Adult Day Care (TAADC)
College Auxiliary Services
College Store
Conference & Event Services Office (formerly Professional Development)
Food & Dining Services
Great Lakes Fisheries Leadership Institute
Lake Champlain Research Institute
Lake Champlain Sea Kayak Institute (LCSKI)
Literacy Education Center (formerly Reading Center)
Neuropsychology Clinic and Psycheducational Services
North Country Institute for Writers of Color
North Country Small Business Development Center (SBDC)
Speech and Hearing Center
Student Association
Technical Assistance Center (TAC)
Traumatic Brain Injury (TBI) Center
Upward Bound
Appendix B – Web Privacy Policy

Web Site Privacy at SUNY Plattsburgh

Updated November 30, 2009

SUNY Plattsburgh recognizes that it is critical for individuals and businesses to be confident that their privacy is protected when they visit our Web site.

Consistent with the provisions of the New York State Internet Security and Privacy Act, the NYS Freedom of Information Law, and the NYS Personal Privacy Protection Law, this policy describes SUNY Plattsburgh's privacy practices regarding information collected from users of this Web site (www.plattsburgh.edu).

This policy describes what information is collected and how that information is used. Because this privacy policy only applies to this Web site, you should examine the privacy policy of any Web site, including other state agency Web sites that you access using this Web site.

For purposes of this policy, "personal information" means any information concerning a natural person which, because of name, number, symbol, mark, or other identifier, can be used to identify that natural person; “collect” means to record and hold for a period of time; “disclose” means to share specific information with a third party not connected to the institution; and “user” means any natural person visiting the institutional Web site located at www.plattsburgh.edu.

Information Collected Automatically When You Visit this Web Site

When visiting this Web site, our servers automatically collects and stores the following information about your visit:

- User client hostname. The hostname or Internet Protocol address of the user requesting access to this site.
- HTTP header, "user agent." The user agent information includes the type of browser, its version, and the operating system on which that the browser is running.
- HTTP header, "referrer." The referrer specifies the web page from which the user accessed the current web page.
- System date. The date and time of the user's request.
- Full request. The exact request the user made.
- Status. The status code the server returned to the user.
- Content length. The content length, in bytes, of any document sent to the user.
- Method. The request method used.
- Universal Resource Identifier (URI). The location of a resource on the server.
- Query string of the URI. Anything after the question mark in a URI.
- Protocol. The transport protocol and the version used.
- None of the foregoing information is deemed to constitute personal information.
The information that is collected automatically is used to improve this Web site's content and to help SUNY Plattsburgh understand how users are interacting with the Web site. This information is collected for statistical analysis, to determine what information is of most and least interest to our users, and to improve the utility of the material available on the Web site. SUNY Plattsburgh is not authorized to sell or otherwise disclose the information collected from the Web site for commercial marketing purposes. This data is retained for a period of up to two years and then discarded.

The SUNY Plattsburgh Web site uses Google Analytics to analyze Web site traffic. When you visit the Web site, Google Analytics may store some or all of the following information: the Internet address (host address) from which you access the Web site, date and time, the Internet address of the Web site from which you linked to our site, the name of the file or words you searched, items clicked on a page, and the browser and operating system used. This information is used to measure the number of visitors to the various sections of our site and identify system performance or problem areas. We also use this information to analyze patterns of usage and to make the site more useful. However, this information is not used for associating search terms or patterns of site navigation with individual users, and no personal information is collected in this process. For more information about Google Analytics, please consult Google’s privacy policy: http://www.google.com/privacy.html.

Use of Cookies on our Web Site

Cookies are simple text files stored on your web browser to provide a means of distinguishing among users of this Web site. The use of cookies is a standard practice among Internet Web sites.

To better serve you, we occasionally use “session cookies” to enhance or customize your visit to this Web site. Session cookies can be created automatically on the device you use to access our site. Such cookies do not contain personal information and do not compromise your privacy or security. A session cookie is erased during operation of your browser or when your browser is closed.

Unlike session cookies, persistent cookies do not automatically get erased during your session or after your browser closes. SUNY Plattsburgh uses persistent cookies only with your permission.

The software and hardware you use to access the Web site allows you to refuse new cookies or delete existing cookies. Refusing or deleting these cookies may limit your ability to take advantage of some features of this Web site.

Information Collected When You E-mail this Web Site or Complete a Transaction

During your visit to this Web site you may send an e-mail to SUNY Plattsburgh. Your e-mail address and the contents of your message will be collected. The information collected is not limited to text characters and may include audio, video, and graphic information formats included in the message. Your e-mail address and the information included in your message will be used to respond to you, to address issues you identify, to improve this Web site, or to forward
your message to another State agency for appropriate action. Your e-mail address is not collected for commercial purposes and SUNY Plattsburgh is not authorized to sell or otherwise disclose your e-mail address for commercial purposes.

During your visit to this Web site, you may complete a transaction such as a survey, registration, or order form. The information, including personal information, volunteered by you in completing the transaction is used by SUNY Plattsburgh to operate SUNY Plattsburgh programs, which include the provision of goods, services, and information. The information collected by SUNY Plattsburgh may be disclosed by SUNY Plattsburgh for those purposes that may be reasonably ascertained from the nature and terms of the transaction in which the information was submitted. Transactions completed through this Web site may be processed through iPerceptions, Inc.'s Web site, and as such are subject to that company's privacy policy, which can be found at http://4q.iperceptions.com/privacy.aspx?c=en-US.

SUNY Plattsburgh does not knowingly collect personal information from children or create profiles of children through this Web site. Users are cautioned, however, that the collection of personal information submitted in an e-mail will be treated as though it was submitted by an adult, and may, unless exempted from access by federal or State law, be subject to public access. Parents and teachers are strongly encouraged to be involved in children's Internet activities and to provide guidance whenever children are asked to provide personal information online.

**Disclosure of Information Collected Through This Web site**

The collection of information through this Web site and the disclosure of that information are subject to the provisions of the Internet Security and Privacy Act.

SUNY Plattsburgh will only collect personal information through this Web site or disclose personal information collected through this Web site if the user has consented to the collection or disclosure of such personal information.

The voluntary disclosure of personal information to SUNY Plattsburgh by the user, whether solicited or unsolicited, constitutes consent to the collection and disclosure of the information by SUNY Plattsburgh for the purposes for which the user disclosed the information to SUNY Plattsburgh, as was reasonably ascertainable from the nature and terms of the disclosure.

However, SUNY Plattsburgh may collect or disclose personal information without consent if the collection or disclosure is:

- Necessary to perform the statutory duties of the SUNY Plattsburgh, or necessary for the SUNY Plattsburgh to operate a program authorized by law, or authorized by state or federal statute or regulation;
- Made pursuant to a court order or by law;
- For the purpose of validating the identity of the user;
- Information to be used solely for statistical purposes that is in a form that cannot be used to identify any particular person.
Further, the disclosure of information, including personal information, collected through this Web site is subject to the provisions of the Freedom of Information Law and the Personal Privacy Protection Law.

SUNY Plattsburgh may disclose personal information to federal or state law enforcement authorities to enforce its rights against unauthorized access or attempted unauthorized access to SUNY Plattsburgh's information technology assets.

**Access to and Correction of Personal Information Collected Through this Web Site**

Any user may submit a request to the SUNY Plattsburgh privacy compliance officer to determine whether personal information pertaining to that user has been collected through this Web site.

Any such request shall be made in writing and must be accompanied by reasonable proof of identity of the user. Reasonable proof of identity may include verification of a signature, inclusion of an identifier generally known only to the user, or similar appropriate identification.

The address of the privacy compliance officer is:

Web Oversight Working Group  
State University of New York College at Plattsburgh  
101 Broad Street  
Plattsburgh, NY 12901  
webweaver@plattsburgh.edu

The privacy compliance officer shall, within five (5) business days of the receipt of a proper request, provide access to the personal information; deny access in writing, explaining the reasons therefore; or acknowledge the receipt of the request in writing, stating the approximate date when the request will be granted or denied, which date shall not be more than thirty (30) days from the date of the acknowledgment.

In the event that SUNY Plattsburgh has collected personal information pertaining to a user through the state agency Web site and that information is to be provided to the user pursuant to the user's request, the privacy compliance officer shall inform the user of his or her right to request that the personal information be amended or corrected under the procedures set forth in section 95 of the Public Officers Law.

**Confidentiality and Integrity of Personal Information Collected Through this Web Site**

SUNY Plattsburgh is strongly committed to protecting personal information collected through this Web site against unauthorized access, use or disclosure. Consequently, SUNY Plattsburgh limits employee access to personal information collected through this Web site to only those employees who need access to the information in the performance of their official duties. Employees who have access to this information follow appropriate procedures in connection with any disclosures of personal information.
In addition, SUNY Plattsburgh has implemented procedures to safeguard the integrity of its information technology assets, including, but not limited to, authentication, monitoring, auditing, and encryption. These security procedures have been integrated into the design, implementation, and day-to-day operations of this Web site as part of our continuing commitment to the security of electronic content as well as the electronic transmission of information.

For Web site security purposes and to maintain the availability of the Web site for all users, SUNY Plattsburgh employs software to monitor traffic to identify unauthorized attempts to upload or change information or otherwise damage this Web site.

**Notification in the Event of a Breach**

In the event of unauthorized access or breach of Web server(s) at SUNY Plattsburgh will follow the existing SUNY Cyber Security Incident Reporting Procedure.