

**Lower Merion School District**

Policy No.: 816  
Section: PROGRAMS  
Title: WEB CONTENT DEVELOPMENT AND HOSTING  
Date Adopted: 10/15/12  
Date Last Revised: 5/20/24; 5/18/20

**816 WEB CONTENT DEVELOPMENT AND HOSTING**

The Lower Merion School District maintains World Wide Web presence in order to provide information to the local community and the global community about curriculum, instruction, school-authorized activities, and other information related to our schools. The purpose of this policy is to ensure that the District’s web presence portrays the District in an appropriate manner, conveys a message that is consistent with the District’s educational purpose and serves the interests of the District, its staff, its students and the community. The District’s website, webpage, and web content creators need to familiarize themselves with and must adhere to the following policies and responsibilities in addition to all other District policies and procedures as well as local, state, and federal laws and the terms of service of any vendors through which the District provides the applicable services. Failure to follow these policies or responsibilities may result in the loss of authoring privileges and of other discipline actions, including but not limited to oral or written reprimands, suspensions with or without pay, student suspension/expulsion/dismissal, on a case-by-case basis. In addition, the District will cooperate to the extent legally required with the Internet Service Providers (ISP), third party services providers, and state and federal law enforcement officials.

The District website, including its content, other than materials marked as copyrighted by others, is the property of the District. The District reserves the right to track, log and search in order to prevent unauthorized, inappropriate or illegal activity. The District reserves the right to deny access to anyone determined to be accessing or attempting to engage in unauthorized, inappropriate or illegal activity. The District will cooperate to the extent legally required with ISPs, third party service providers, and state and federal law enforcement officials in any investigation concerning or related to the misuse of the website.

The District recognizes that providing links to School Related Organizations that have been officially recognized in accordance with Policy 915 will provide a benefit to the community, and the students in the District and their families. As a result, the Board of School Directors authorizes the Superintendent to promulgate Administrative Regulations governing under what circumstances and subject to what restrictions or fees, if any, websites of Officially Recognized School Related Organizations may have links on the District Website, be hosted on the District’s website, have domains paid for by the District or have the District provide services such as system administration and web master services. Such regulations must provide appropriate content restrictions for such websites.

The requirements of this Policy do not apply to:

1. Links to the websites of federal, state and local governments and their agencies;

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2. Links to websites of educational institutions with .edu domains; and
3. Links to websites that the District has purchased as a resource.

No individual, agency, organization or educational institution may maintain a presence on the District website without the knowledge and approval of the Superintendent or designee.

### Operation and Management

The Superintendent or designee is ultimately responsible for the operation and management of the design, function, maintenance, use, technical, regulatory, content and compliance aspects of the website. All staff and students are responsible for following the website guidelines below as well as those outlined in the administrative regulation related to this policy.

Web servers and services will be monitored to ensure availability. Uploading or changing information, or otherwise causing damage to the District services and/or attempting to upload, or change information or otherwise cause damages are strictly prohibited and punishable under applicable laws and policies.

#### 1. Limitation of Liability

The material and information contained on or obtained from the District's website are distributed "as is" and "as available" without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability of fitness for a particular purpose. Information contained on the District's website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The District is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use the website and/or the materials contained on the site, whether the materials contained on the website are provided by the District, or by a third party. Data contained on the website are subject to change without notice.

#### 2. Ownership and Retention of Content

##### a. Content Created by Employees

- i. Web content created by employees in the course and scope of their employment is the property of the District, shall remain the property of the District and may not be

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sold, transferred, licensed, leased, or otherwise distributed outside of the District without Superintendent or designee approval.

- ii. Employees must warrant to the District that they secured the necessary consents, releases and licenses for the use of content, including text, pictures, audio, video, logos and trademarks (including the work of other students or employees) to copy, distribute, display and, if applicable, perform, the content over the World Wide Web and to create derivative works. The District is not responsible for employee use of copyright materials without the appropriate consents, releases, and licenses.

### b. Content Created by Third Parties

- i. The District is in no way responsible for the accuracy, truth, completeness and timeliness of the information whose intellectual property belongs to or is supplied by third parties.
- ii. The District is not directly or indirectly liable for any damage or injury (financial or non-financial) caused to anyone due to his/her reliance on third party information. If such information is supplied by someone else (such as name, address, phone number and other information), it will be subject to privacy law and regulations and will not be disclosed to any unauthorized party without the consent of the individual concerned.

### c. Content Created by Students

- i. Content created by students must be reviewed by the Moderating Employee prior to being posted or linked to the District's website.
- ii. Students must warrant to the District that they secured the necessary consents, releases and licenses for the use of content, including text, pictures, audio, video, logos and trademarks (including the work of other students or employees) to copy, distribute, display and, if applicable, perform, the content over the World Wide Web and to create derivative works. The District is not responsible for student use of copyright materials without the appropriate consents, releases, and licenses.

## 3. Employee-Created Educational Websites

If employees create websites, webpages, or populate a website or webpage with content as part of the educational program for a class or classes and students are

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directed or required to access such websites or webpages, then those websites shall also be covered by the provisions of this Policy and Administrative Regulation and other applicable policies and administrative regulations.

**4. Personal Employee Websites**

Employees should not use personal websites or webpages as a means of communicating with students.

The Superintendent shall permit other exceptions to this policy only for compelling and extraordinary reasons.

**Cross references:**

- LMSD Policy & Administrative Regulation 108 *Adoption of Curriculum Materials*
- LMSD Policy & Administrative Regulation 134 *District-Provided Technology Resources: Student Use, Rights and Responsibilities*
- LMSD Policy & Administrative Regulation 235 *Student Rights and Responsibilities*
- LMSD Policy & Administrative Regulation 814 *Copyrighted Material*