



Web Policy

1. Context

The Trinity website is a primary platform promoting Trinity to a worldwide external audience and is being increasingly used as a source of information by external audiences as well as the internal community.

Effective maintenance and development of the Trinity website is essential to the success of Trinity's activities. This can be achieved by ensuring all University staff, students and third parties act in accordance with defined policies and operational procedures aligned with best practices.

2. Purpose

The Web Policy aims to ensure that the University meets its compliance obligations and that it operates in line with all relevant national and EU legislation and with government guidelines for the sector.

In addition, the policy aims to provide clear guidance to all staff, students and relevant third parties in the use of Trinity's web resources.

3. Scope

The policy applies to all staff, students, and relevant third parties in the use of Trinity's web resources.

4. Principles

4.1 The Trinity website is a primary platform promoting Trinity to a worldwide external audience and is being increasingly used as a source of information by external audiences as well as the internal community. Given the reliance which is now placed on the website as a primary source of information about Trinity, it is important that information published on Trinity website should be accurate, of a high standard and reflect well on the Trinity community.

4.2 The Trinity website aims to be accessible to all users including people with disabilities. All new websites within the Trinity website are required to be universally accessible at priority levels A and AA except in very exceptional circumstances.

4.3 Only webpages which contain the domain name tcd.ie will be hosted on any server on the Trinity network which includes the CMS platform.



4.4 Trinity's web resources will only be used by members of Trinity for Trinity-related activities.

4.5 Users of Trinity's web resources will adhere at all times to Trinity's [IT and Cybersecurity Policy \(including Network Code of Conduct\)](#), [PDF 730KB](#).

4.6 Trinity's web pages will be up-dated regularly and will not contain out-of-date i.e. older than two years, or inaccurate material. Website content should be periodically reviewed and removed as needed.

4.7 Users of Trinity web resources will not make use of, or publish, material that is obscene, libellous or defamatory or in violation of any right of any third party. Users of Trinity web resources will not publish material which would bring the name of Trinity College Dublin, the University of Dublin into disrepute.

4.8 Users of Trinity web resources will comply with the requirements of relevant legislation.

4.9 All web pages on the Trinity website will conform to the [Trinity's IT security policies](#).

4.10 If your website is linking to, or embedding an external service or product, follow the guidance on implementing new systems. Any payment systems utilised as part of the website must be approved by FSD.

4.11 Advertising and/or other commercial activities will only be permitted on Trinity's website under very specific conditions.

4.12 The design of all Trinity web pages will conform to Trinity's design and technical requirements.

4.13 All areas of Trinity are responsible for the provision of funding for maintenance of websites on the web server, whether purchased from external companies or otherwise designed or contracted internally. Ideally 10% – 15% should be put by annually to cover these costs should they arise. Future upgrades to the web server will not be deferred due to out of date or non-compliant code.



5. Definitions

5.1 A CMS/WCMS, or (web) content management system, is a software application that allows users to create, manage, and publish digital content like websites without needing to know how to code.

5.2 An LMS, or Learning Management System, is a software platform used to administer, document, track, report on, and deliver educational courses, training programs, or online learning and development programs

5.3 A URL, or Uniform Resource Locator, is the unique web address of a resource on the internet, such as a webpage, image, or video

5.4 Cookies are usually small text files stored on a device, such as a personal computer (PC), a mobile device or any other device that can store information. Cookies can serve many functions, including remembering a user and their previous interactions with a website. They can also be used for online behavioural advertising and for uniquely tracking and profiling website users across their browsing habits and even across their devices and the locations they visit.

5.5 A OneTrust cookie consent banner is a pop-up on a website that informs visitors about the use of cookies and other tracking technologies, allows them to manage their preferences, and enables them to accept or reject non-essential cookies to comply with privacy laws like GDPR.

5.6 Google Analytics is a free web analytics service by Google that tracks and reports website and app traffic and user behaviour.

5.7 Web applications are software programs with a web-based user interface that allow users to remotely use or access the programs or services they connect to.

Examples in College would be:

- The Trinity ID application for students at mydigitalid.tcd.ie
- The access statistics reports for College web sites at weblogs.tcd.ie

While typically on a smaller scale than enterprise applications, there may be circumstances that require individual domain names allocated to them. Examples of these would be:

- Bespoke applications providing a user interface to a College service that utilizes hardware or software that cannot technically be integrated into the existing www.tcd.ie structure.
- Applications or services contracted to third parties where there are technical or security impediments to integrating into the existing www.tcd.ie structure.



- Authenticated services where the security requirements for user logons are technically bound to a Secure Certificate specific to an individual domain name.
- Services or applications available solely to the internal College network.

5.8 Enterprise applications are large software systems which provide a comprehensive set of tools to meet a particular set of business needs. Typically, these systems are accessed by users online via a web portal which offers a single point of entry for all the services provided by the enterprise application.

Examples in College would be:

- The HR CORE portal which offers staff access to their personal and financial information.
- The FIS portal for financial information services
- The my.tcd.ie portal which offers staff and students access to a range of IT related services.

Enterprise and web portals in College share characteristics that distinguish them from normal websites and which impact on their implementation:

- They are complex systems with specific technical requirements and require environments tailored to their needs.
- They may run on proprietary hardware/software platforms.
- They may have specific security requirements (e.g. neither the HR or FIS portals are available externally and for security reasons it would not be desirable to link those systems to other services designed to be publicly available).
- Their implementation and management is contracted by the owning department/functional area to third party vendors. These characteristics mean that implementing enterprise applications requires allocating technical resources dedicated solely to that service, including a domain name pointing directly at the web portal that is the access point for the application/service.

6. Policy

6.1 Compliance with Legislation

All users of Trinity's web resources must comply with national and international legislation in all respects (www.tcd.ie/about/legislation/summary/). Particular attention is drawn to the following:

6.1.1 Web Accessibility

The Trinity website aims to be accessible to all users including people with disabilities for whom the internet can be a very valuable communication and information tool.



Under the [EU Web Accessibility Directive](#), public bodies in Ireland must ensure their website and mobile apps are procured, developed and maintained to comply with all relevant parts of the harmonised [standard EN 301 549 v 3.2.1 “Accessibility requirements for ICT products and services”](#). This is broadly equivalent to reaching conformance-rating AA with the [Web Content Accessibility Guidelines 2.1](#).

In terms of priority levels, all new websites within the Trinity website are required to be universally accessible at priority levels A and AA, except in very exceptional circumstances. Those responsible for existing Trinity websites are encouraged to make the changes necessary to achieve accessibility at this minimum level. It is recommended that websites should be developed with a view to achieving accessibility at priority level AAA.

Maintain an up-to-date Accessibility Statement on a prominent area of the website or link from the mobile app. The Accessibility Statement must contain accurate information on the website’s compliance.

6.1.2 Child Trafficking and Pornography Act 1998

It is an offence to knowingly produce, distribute, print or publish child pornography and to knowingly import, export, sell, show or advertise child pornography cause or facilitate, or encourage, any of these activities be in possession of any child pornography. The provisions of this Act cover the storing, viewing or distribution of child pornography on any computer system.

Persons found guilty of any of the above offences are liable to a fine and/or prison sentence. Any staff or student member of Trinity found to be in breach of the provisions of this Act shall be immediately reported to the Gardaí.

6.1.3 Data Protection Legislation

Trinity websites process personal data for a variety of purposes related to the functions of the University. “Personal data” is information that relates to or can identify a living person, either by itself or when combined with other available information. Examples include a person’s name, ID number, email or postal address, online browsing history, IP address, location, bank/card details or image.

Personal data is processed in compliance with College policy and data protection legislation, specifically the EU GDPR, Data Protection Acts 1988-2018 and E-Privacy Regulations 2011. Further information is available from the [College Data Protection Officer](#) and at www.tcd.ie/privacy.

“Cookies” are small text files that are downloaded and stored in a user’s web browser while a user is browsing a website. They are used to remember visitor preferences and analyse how people use a website and may be saved by the user’s browser on their computer or mobile device. University websites which deploy cookies or tools such as Google Analytics should include a link to the College [Privacy Notice](#), and [Cookie Policy](#) in order to meet transparency of processing and informed consent requirements under the legislation.



The Trinity College OneTrust Cookie Banner, which gives users control over how cookies are deployed when visiting a Trinity website, should be used as standard practice.

6.1.4 Copyright and Related Rights Acts 2000 to 2019

All web pages contained on the Trinity Website should comply with the provisions of the Copyright and Related Rights Acts 2000 to 2019 and should not unlawfully reproduce and make available to the public any work in which copyright subsists and for which no licensing arrangements have been put in place. Material published on Trinity's locally accessible webpages is considered to be publicly available for the purposes of copyright legislation.

Works in which copyright subsists include:

- Original literary, dramatic, musical or artistic works
- Sound recordings, films, broadcasts or cable programmes
- Typographical arrangement of published editions
- Original databases

6.2 Responsibility for Webpages

Each person authorised with web authoring and publishing access must take every reasonable care to ensure that all material held on the server complies with all EU and Irish state legislation, GDPR and conforms to all policies published by the Secretary's Office, IT Services and the Brand Integrity and Compliance Group. This also includes periodically auditing website content for data accuracy, appropriateness and legal compliance.

6.2.1 Central Trinity pages

- The Digital & Web team is responsible for the design of the website including the maintenance of the following pages on the Trinity website:
- Main website templates
- Global and local home pages
- Index pages with information for specific groups
- Index pages for faculties, schools, disciplines, courses, research and staff, information on Trinity and other central pages

6.2.2 Contact pages and search facilities

- IT Services will maintain the Trinity website search facility.
- Contact pages for each individual website will be maintained by each relevant area.



6.2.3 Academic, administrative, service and support areas

Each head of area will be responsible for the legal compliance, accuracy and completeness of the content of their websites. All webpages must meet the technical and design aspects of Trinity's web policy requirements.

- Heads of area will nominate staff to the following roles in order to ensure websites are maintained:
- Site Administrator as having responsibility for overseeing and maintaining the area's website.
- Web Author(s) who will have publishing rights to maintain website content.

6.2.4 Committees and working groups

Each secretary will be responsible for the legal compliance, accuracy, timeliness and completeness of the content of their websites, with the head of area having overall accountability. All pages must meet the technical and design aspects of Trinity's web policy requirements. The secretary for each committee/working group will nominate staff to the following roles in order to ensure websites are maintained;

- Site Administrator as having responsibility for overseeing and maintaining that Discipline's/functional area's website.
- Web Author(s) who will have publishing rights to maintain website content.

6.2.5 Individual staff members and research groups

Individual staff members and the managers of research groups are responsible for legal compliance, content and management of their own websites. Each individual with a website will be provided with access to that website's directory on the web server. All pages must meet the technical and design aspects of Trinity's web policy requirements.

6.2.6 Capitulated bodies

Capitulated bodies, student societies, clubs and publications are an integral part of Trinity life. They give students the opportunity to participate in activities independently of their course of study. In recognition of this independence, web pages of clubs/societies/publications affiliated to the capitulated bodies are not bound by Trinity's technical and design requirements.

If these webpages are found not be compliant with all other aspects of Trinity's policies, the Secretary to the College may recommend that the Senior Dean authorise their removal. The chairperson of all capitulated bodies, student societies, sports clubs and student publication committee will be responsible for legal compliance, content and management of their own websites.



6.2.7 Other websites hosted by Trinity

The promoter of all other websites hosted by Trinity, such as campus companies, external research groups or professional bodies, will designate a person who is a staff member of Trinity to be responsible for legal compliance, content and management of these websites. Each individual with a website will be provided with access to that website's directory on the web server.

6.3 Web based Academic Course Content

Teaching materials should be hosted by default, in the University Learning Management System (LMS). See Learning Management System Policy

<https://www.tcd.ie/media/tcd/about/policies/pdfs/academic/lms-policy.pdf>.

6.4 Publishing Webpages

Authoring and Publishing Webpages

6.4.1 External companies/individuals authoring and publishing web pages on behalf of Trinity staff are not given direct access to Trinity server unless this has agreed with IT Services initially, and a formal third party access agreement is in place. Publishing web pages to the Trinity web server is the responsibility of the requesting area in Trinity, on whose behalf these web pages have been written. These pages will conform to all policy, technical and design requirements of Trinity web pages.

6.4.2 Campus Companies and non-Academic organisations based in Trinity pay costs for web services equivalent to those that are allocated in Unit Costs by IT Services. Trinity servers and network access are not available as principal resources for Campus Companies. All web pages for campus companies' pages appear in the tcd.ie domain.

6.4.3 All pages written for the Trinity website should be readable on the standard versions of browsers.



6.5 Website URLs

This URL policy relates to the following web categories on the Trinity domain - tcd.ie

- Websites on tcd.ie - websites for Faculties, Schools, Research Institutes, Services etc.
- Web applications – mydigitalid.tcd.ie (see section 5.7)
- Enterprise applications - fis.tcd.ie, HR Core (see section 5.8)

All Trinity URLs, including top level URLs, must follow the format www.tcd.ie/name.

6.5.1 The following areas are entitled to a top-level URL:

- **All Faculties, Schools and Disciplines** are entitled to a top level URL in the form of www.tcd.ie/name.
- **All Services and Administrative** areas are entitled to a top level URL in the form of www.tcd.ie/name.
- **All courses**, including multi-disciplinary and inter-institutional courses, will be hosted under www.tcd.ie/courses in the form www.tcd.ie/courses/course-name.
- **All recognised Trinity Research Institutes and Trinity Research Centres** (as listed at www.tcd.ie/structure/research) are entitled to top level URLs. Requests for top level research URLs that are not listed as part of www.tcd.ie/structure/research will be referred directly to the Dean of Research for approval and if granted will take the form of www.tcd.ie/name.
- **Research groupings**, including inter-disciplinary and inter-institutional research group requests will be hosted under www.tcd.ie/research in the form www.tcd.ie/research/name-research-group or hosted under the relevant Faculty/School.

6.5.2 Applying for a URL

In the first instance, all requests for URLs and in particular for the creation of top level URLs should be directed to the IT Services desk (itservicedesk@tcd.ie). The default convention is tcd.ie/name. All URLs should contain only lowercase characters and hyphens can be used to separate words e.g. www.tcd.ie/teaching-learning.

Exemptions from the policy may be applied for, on a case-by-case basis if there is a technical reason, as to why a specific website, enterprise and/or web application needs to retain the URL in the form of name.tcd.ie. Exemptions will typically be for enterprise or web applications.

Exceptions will be evaluated and either approved or rejected by the Director of IT Services (or his / her nominee) following consultation, as appropriate, with the Digital and Web unit, the Dean of Research, the Brand Integrity and Compliance Group, and other parties as deemed necessary.



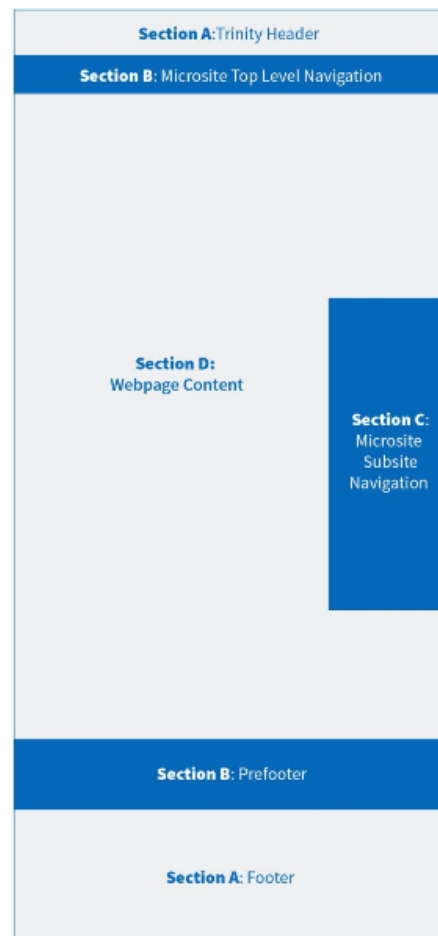
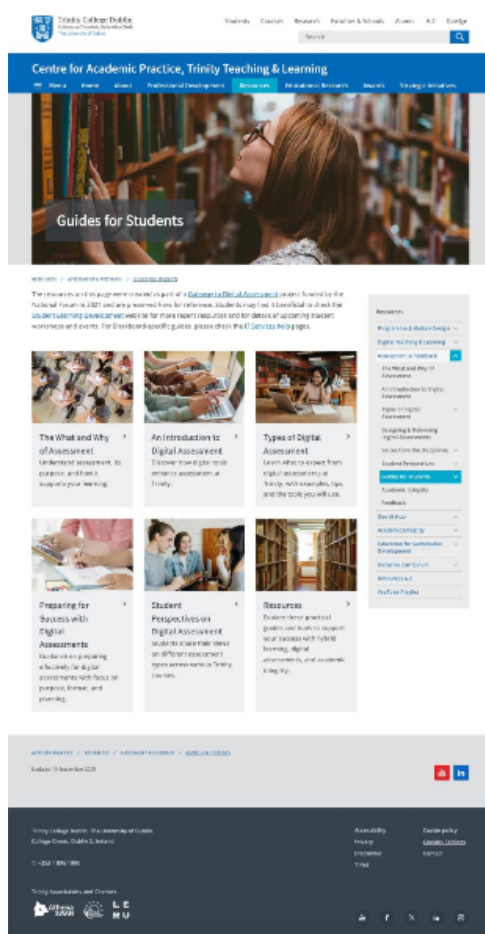
6.6 Web Design

The following policy relates to the design of websites that are hosted on tcd.ie including all websites for academic, administrative, service and support areas.

6.6.1 Trinity's central Digital & Web team is the first point of contact for web design activities for www.tcd.ie. In order to ensure consistent design and navigation for Trinity, websites and webpages are designed and implemented using the approved Trinity templates.

To achieve this:

- All web pages on www.tcd.ie must include the Trinity Header and Footer.
- Specific sections of webpages (A,B, and C* in the diagram below) are designed, maintained and updated by the Digital & Web team. Areas requesting websites are consulted as needed throughout the process.
- *Section C can also be updated by Trinity areas.
- Section D, relating to webpage content is maintained and up-dated by the Trinity area. Each head of area is responsible for the legal compliance, accuracy and completeness of the content of their websites





6.6.2 Website Imagery and Copyright

It is the responsibility of the area undergoing website design to ensure that all imagery is correctly licenced. If using free imagery, ensure that the attribution instructions are followed and ensure to keep a backup copy of the source image and URL.

6.7 Web Hosting and Development

The University website is a primary platform promoting Trinity to a worldwide external audience and internal audience and only files that relate to this should be stored as part of the website.

6.7.1 Files such as teaching materials and internal documents should be stored in the relevant University provided systems.

6.7.2 Applications and Databases

The installation and development of applications on www.tcd.ie by users is not permitted (for example, mysql databases, PHP scripts etc.).

- If an application or additional functionality is required by an area, a proposal giving details of the requirements should be submitted to IT Services, initially by emailing itservicedesk@tcd.ie, where the request will be reviewed.
- All databases should comply with GDPR regulations and in particular not store any personal or sensitive data.
- Development work on the Trinity website must comply with data protection, legal requirements and Trinity's web privacy statement.
- Personal data, including sensitive personal data, is information relating to a living individual who is, or can be, identified, either from the data or from the data in conjunction with other information.
- All areas of Trinity are responsible for the provision of funding for maintenance of websites on the web server, whether purchased from external companies or otherwise designed or contracted internally. Ideally 10% – 15% should be put by annually to cover these costs should they arise. Future upgrades to the web server will not be deferred due to out of date or non-compliant code.

This is a highly regulated area and in order to assist Trinity users in complying with the relevant legislation and Trinity policies please see the following:

- [Data Protection Legislation](#)
- GDPR
- [College Data Protection Policy](#)
- Users requiring the functionality as described above should contact the IT Services helpdesk (itservicedesk@tcd.ie) where alternate means of implementing all requests will be examined.



6.8 Advertising and Sponsorship

6.8.1 Commercial Sponsorship

Links to commercial organisations from the Trinity website are only established if they are specifically relevant to Trinity staff and students if an approved commercial sponsorship has been negotiated by Trinity.

- Where links to campus companies are provided on university web pages, they should be clearly identified as campus company links.
- No external advertisements, including 'banner' advertisements are permitted on the university web site. Cross-promotional advertisement of approved college commercial activities is allowed but no more than one advert per page.
- All acknowledgments to sponsors should be discreet and not cover any more than 5% of a normal screen. Sponsors' logos should be identified as such with the designation 'Sponsored By' and the third party and should not be larger than the Trinity logo on any web page. Links from a sponsor's logo should open to a separate web page.
- No sponsor logo should appear prominently in social media profile pictures or cover photos of a Trinity social media account. Where a sponsor's logo appears in the cover photo, the logo should not be larger than the associated profile picture for that account and should be relevant to the content being displayed.
- Sponsor logos may appear naturally during live broadcasts on social media channels and the Trinity website e.g. event branding. Care must be taken to ensure that the content of any live broadcast of sponsor related activity is relevant to Trinity staff/students/visitors. Where appropriate, inspection of site prior to broadcast should be conducted with event organisers.

6.8.2 Academic Funding

Where required, all Trinity websites will contain appropriate acknowledgement of research and other funding bodies and sources such as Research Ireland, European Research Council, National Development Plan or commercial organisations.



6.8.3 Philanthropic Donations

- Where a Philanthropic Donation results in a partnership with Trinity (e.g. LaunchPad), dual-identity guidelines will apply. Placement of logos, ordinarily reflecting the role of Lead Organisation, will be agreed in negotiation with the partner organisation and will comply with Trinity's identity guidelines <https://www.tcd.ie/identity/visual-identity-guidelines/>.
- In cases where the donation does not result in a partnership or other programme with the University, appropriate acknowledgement of the donor should be included in relevant websites.

6.9 Unlinked Website Content

The Trinity website is our main communications and marketing platform for the dissemination of information and promotion of the University to a worldwide audience. Our website is also used as a source of information on Trinity activities by the internal community, external groups and individuals. In order to provide the best possible service and user experience, this policy outlines that, all content published to www.tcd.ie should be accessible and connected to the rest of the Trinity website, as defined in 9.1 below.

6.9.1 As a public informational site, all content published to www.tcd.ie should be accessible and therefore should be **linked** to the rest of the Trinity website (www.tcd.ie) as follows:

- Navigation link - a named page on a navigational menu
- Content link – links within the body of website content
- Asset link – any given webpage is typically comprised of several individual linked files contributing content by text, images, video, audio etc.

6.9.2 Unlinked content consists of webpages and/or files which are not linked to, or discoverable from, the rest of the Trinity website. These do not appear in navigational menus of a website or contribute to the content or assets of a website.

Common reasons for content to be unlinked include:

- Changes to a website that render a webpage or website assets obsolete. In this circumstance the old content should be removed. However, if this does not happen these webpages become orphaned, in that they are effectively abandoned.
- Creation of private content, where these webpages were never intended to be publicly accessible and are not linked to. They are only accessible to individuals who know the exact URL of the unlinked content.



6.9.3 Procedures for removal of unlinked content on www.tcd.ie

Upon discovery of unlinked content IT Services will contact the site administrator and/or content owner(s) to notify them of the content in question.

A timeframe not exceeding one month will be allowed for an examination of the content and an opportunity to link it, if it was unlinked in error. It should be noted that longer timelines may be needed on a case by case basis to deal with historical content. Unlinked content will need to be removed or relocated to a more appropriate service for example, VLE, OneDrive, fileshares etc.

A reminder email will be issued one week before the deadline advising again of the issue with the unlinked content.

If the unlinked content is still in place at the end of that week, IT Services will proceed as follows:

- Change the permissions on the content so that it is no longer available to view in a browser. The site administrator and/or content owner(s) will still have permissions to copy or delete it.
- Notify the site administrator and/or content owner(s) their content is no longer accessible and will be deleted in two weeks.
- IT Services will remove the content at the end of the period.
- Any content removed as part of this process that is subsequently re-published as unlinked content will be subject to immediate deletion upon discovery without notification.

7. Policy Owner

The owner of this policy is the Director of IT Services.

8. Responsibility and Implementation

- Each Head of Area will be responsible for the legal compliance with this web policy.
- Site administrators and web editors will be responsible for monitoring the impact of the policy and reporting it to their Head or Area and/or Director of IT Services.

9. Related Documents

- [Cookie Policy](#)
- [Learning Management System Policy](#)
- [Data Protection Policy](#)
- [IT and Cybersecurity Policy \(including Network Code of Conduct\)](#)
- [Trinity's IT security policies.](#)
- www.tcd.ie/about/legislation/summary/



10. Document/version Control for New Policies

Approved by: Board

Date policy approved: 17 June 2020 (first version 2000)

Date of next review: 2030/31

Officer responsible for review: Director of IT Services

Document Control for Revised Policies

10.1 Date of initial approval: 2000

10.2 Date revised policy approved: 17 June 2026

10.3 Date policy effective from: 17 June 2026

10.4 Date of next review: Academic Year 2030/31