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TITLE: Policies and Directions for Use of UF Access to the Internet

STATUS OF DRAFT:

As of 22 Feb. 1996, this version is a rewording (to achieve simpler language and incorporate advice of the Office of University General Counsel) of the draft endorsed by the Council on Information Technologies and Services on 8 June 1995. This revision was re-endorsed by the Council on 22 Feb. 1996 and adopted by the Office of Information Technologies and Services the same date.

ABSTRACT:

This document describes policies and preferred practices for commercial, quasi-commercial, and similar uses of access to the Internet provided by UF. Pure commercial activity is proscribed. Activity by commercial enterprises, not-for-profits, non-profits, and Direct Service Organizations is allowed subject to tests of UF involvement. Advertising is treated explicitly. A distinction is drawn throughout between the ".ufl.edu" domain name and the underlying Internet resources (assigned network number blocks, bandwidth, access devices, support etc.). Availability of ".ufl.com" and/or "ufl.org" domains is outlined.

1. BASIC POLICY

On the basis of deliberation and endorsement by the Council on Information Technologies and Services ("the Council") and its Standing Committees, the Office of Information Technologies and Services has adopted the following policy:

Commercial access to the Internet through UF's Internet resources (assigned network number blocks, bandwidth, access devices, etc.) is not permitted except as noted in subsequent parts of this UFRFC. Purely commercial use of the domain name "ufl.edu" is not permitted.

The underlying rationale for this policy is the prohibition on use of state property for private gain.

2. POLICY ON ENTERPRISES OF MIXED ACADEMIC AND COMMERCIAL NATURE

The University engages in many important activities which do not categorize neatly and purely according to common perceptions of "academic" versus "commercial." Examples might include:

- Direct Service Organizations ("DSO's")
- non-profit and/or not-for-profit corporations
- cooperative projects with commercial enterprises.

For brevity, such activities will be called "mixed enterprises" in this UFRFC.

Proper support of mixed enterprises with regard to Internet access requires an extension of the basic policy, to wit:

- Access to UF's Internet resources (assigned network number blocks, bandwidth, access devices, etc.) and use of the "ufl.edu" domain signature are permitted to those mixed enterprises in which UF has a "formally recognized involvement" as defined below.
- Before beginning to use such access, the Dean (or equivalently ranked University administrator) who has responsibility for the particular mixed enterprise shall notify the Office of Information Technologies and Services of the formally recognized involvement.
- If provision of Internet access to a specific mixed enterprises causes additional costs to UF (e.g. licensure fees required by the Internet access provider used by UF), UF may, at its option, require the mixed enterprise to bear all or part of those additional costs.

Interpretations:

a) For a mixed enterprise to have a "formally recognized involvement," it must have at least one of the following essential characteristics, as follows:

- A DSO relationship with UF, or
- A contract or award for commercially funded research and/or development at UF.

Technology transfer enterprises formed via contract with UF, as an example, fall in the second category.

b) The simple fact of consulting for a commercial firm does NOT constitute a "formally recognized involvement." Therefore such consulting, though a form of commercial activity, is not a "mixed enterprise" in the sense of this UFRFC. Similarly, personal involvement by a university employee with some commercial

enterprise which is otherwise unconnected with the University does not establish a "formally recognized involvement."

Normally such individual professional activities are handled under existing University rules, for example as embodied in the "Request to Use University Equipment, Facilities, and Services" (UF Form OAA-GA-L-268). As noted therein, the use of UF resources in conjunction with such activities is "allowed only on a non- interference basis, and to the extent that added expenses are involved, there may be a charge." In the case of network asset usage, to determine whether the test of non-interference is met and to estimate potential charges, it is suggested that the responsible administrator should consult the Director of Network Services.

3. ADVERTISING

The University finds it convenient to receive product data, pricing, order information, etc., which may be construed as advertising via the Internet. The University also advertises itself and many of its opportunities via the Internet. Those facts do not constitute justification for origination and/or dissemination of purely commercial advertising either by use of UF's Internet resources (assigned network number blocks, bandwidth, access devices, etc.) or by use of the "ufl.edu" domain signature or both. UF students, staff, and faculty involved in enterprises distinct from their UF role(s) are cautioned explicitly that advertising of those other enterprises via UF's Internet resources and/or the ufl.edu domain signature is prohibited. (Advertising by mixed enterprises falls under the stipulations of Section 2, above.)

4. OTHER NETWORK IDENTITIES

The ordinary Internet standard is that domain names in the USA which terminate in ".edu" are for academic enterprises. Naming policies and Appropriate Usage policies for the NSFnet and various regional networks have reinforced that assumption for about a decade. To make clear its various roles in the modern world, the University has established both a ".ufl.com" and ".ufl.org" domains. For information on use of these domains, contact Network Services. Note that the underlying UF Internet resources (assigned network number blocks, bandwidth, access devices, etc.) could be (and easily may be) the same as those used by holders of ".ufl.edu" domain records. In such circumstances, the distinction between ".ufl.edu" and ".ufl.com" is one of identity, akin to trademarking, as well as clarity of role.

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