


Category	Public Disclosure	Policy Number	UNI-PUB-501	 جامعة زايد ZAYED UNIVERSITY
Classification	Public	Version	1.0	
Responsible Office	VP-CEO	Policy Owner	GCD Director	
Date Approved	26 March 2025	Effective Date	1 May 2025	
Date Last Reviewed	New Policy	Due Date for Next Review	26 March 2028	

POLICY

Digital Participation

1. Purpose

This policy outlines the guiding principles that govern the use of digital participation channels for communication between the internal/external communities and Zayed University.

2. Scope of Application

This policy applies to everyone who uses digital participation channels for communication between the internal/external communities and Zayed University.

3. Definitions

DGC	Data Governance Committee
Digital Participation Channels	For the purposes of this policy, digital participation channels refer to the methods internal and external community members use to interact with the University online, such as social networking sites, University website feedback survey, suggestion/complaint forms, etc.
Digital Participation	For the purposes of this policy, digital participation refers to the online interaction between internal/external community members and the University to offer comments, feedback, etc.
External Community Members	People who are not officially part of the University
GCD	Government Communication Department
Internal Community Members	People who are officially part of the University, such as students, faculty, and staff
University	Zayed University
VP-CEO	Vice-President and Chief Executive Officer

4. Policy

- 4.1** Zayed University (“**University**”) is committed to upholding its vision of leadership and excellence in higher education and research at regional and international levels. In line with its core values, the University places great emphasis on effective communication with internal/external community members through various digital participation channels.
- 4.2** Sharing University data on social or public websites is limited according to the approved Classification matrix by the Data Governance Committee (“**DGC**”).

5. Usage, Etiquette, Response, and Moderation

- 5.1** The University uses its digital channels to share information, announcements, and to engage in constructive dialog with internal and external community members.
- 5.2** The University welcomes comments and feedback from community members across any of its digital participation channels at any time.
- 5.3** Users who offer comments and/or participate in discussion threads are expected to adhere to the following principles:
- a)** users should ensure their comments are relevant to the topic at hand,
 - b)** if users do not find a relevant discussion thread, they are encouraged to start a new discussion topic,
 - c)** users are expected to recognize and respect diverse opinions, and to engage in civil discourse,
 - d)** users are expected to avoid personal attacks and/or disrespectful language.
- 5.4** Input from the internal and external communities is a valuable reference that is used by the University when enhancing its services, educational programs, and research endeavors.
- 5.5** The University is committed to responding effectively, transparently, and in a timely manner to comments/feedback made on its digital participation channels.
- 5.6** To maintain appropriate standards of communication, the University reserves the right to remove any material that:
- a)** violates UAE laws/regulations,
 - b)** poses a security threat,
 - c)** invades and/or violates a person’s/people’s privacy,
 - d)** contains offensive language; and/or is abusive, indecent, and/or obscene,
 - e)** is slanderous or libelous,
 - f)** is prejudiced, discriminatory, or hurtful to any section of the community based on factors such as race, color, nationality, ethnicity, religion, and/or status.
 - g)** involves discussions of a communal or political nature,
 - h)** contains spam and/or promotes commercial business.

6. Reporting and Addressing Policy Violations

6.1 Any violations of this policy identified on the University's digital participation channels must be reported to the Government Communication Department ("GCD") through the designated reporting mechanisms. These mechanisms include the built-in reporting systems available on online platforms (e.g., Instagram, Facebook) and GCD's official inquiry email (Marketing@zu.ac.ae).

6.2 GCD is responsible for conducting thorough investigations into reported violations in strict adherence to UAE laws and regulations, ensuring that resolutions align with the governing legal framework for digital participation. However, while GCD oversees the investigative process, it bears no liability for infractions committed by third parties. It is essential to clarify that GCD's role does not extend to accountability for content posted by external individuals or entities that may contravene applicable laws or policies

6.3 Actions to address violations may include but are not limited to:

- a) removal of the content that breached the rules for using the University's digital participation channels (see Article 5.6),
- b) restricting access to the University's digital platforms,
- c) further disciplinary measures in accordance with University policies and UAE legal requirements.

6.4 The University must escalate serious violations to the appropriate UAE legal authorities for further action, ensuring that all measures comply with the UAE Cybercrime Law, Federal Decree-Law No. 34 of 2021, and/or other applicable legal provisions.

7. Confidentiality

7.1 The University is committed to handling all personal data with the utmost confidentiality. No personal information will be shared with third parties without the owner's written consent.

7.2 The University recommends that users do not share their personal information on public digital communication channels. Users who wish to share their personal information with the University should use a private channel.

8. Related Policies and Laws

- UAE Government's National Digital Participation Plan 2021-2025
- UNI-PUB-301 Social Media
- SUP-HR-11 Disciplinary Measures

9. Administration

This policy is administered by GCD.

10. Revision History

Date	Revision	Ver.
1 May 2025	Chair of the Board's Decision issued (CBD#10 of 2025).	1.0
26 March 2025	Approved by FAIAC.	
27 February 2025	Endorsed by the UPSC.	
6 February 2025	Reviewed by GCD and SFD in response to FAIAC feedback: <ul style="list-style-type: none">• Added Section 6: Reporting and Addressing Policy Violations.	
13 June 2024	Reviewed by FAIAC (BoT) and returned to GCD with feedback.	
28 May 2024	Endorsed by the Academic Council by circulation.	
22 November 2023	New policy drafted.	