SECTION: General Information **NUMBER: 01.H.04**

AREA: University Marketing and Communications

SUBJECT: Mobile App Development and Implementation and/or Procurement

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1. PURPOSE

The University of Houston System (UHS) seeks to ensure that users are provided with quality services and experiences on any mobile application (mobile app) associated with UHS or its institutions. To achieve this goal, UHS establishes this policy along with applicable guidelines to provide consistency in quality and branding.

2. POLICY

2.1. UHS mobile apps shall be developed in compliance with procurement, development and distribution requirements below to ensure consistency with brand guidelines, IT security protocols, accessibility compliance and legal requirements.

2.2. Apps that carry the brand of a UH System entity shall comply with applicable university guidelines in the development, implementation and/or procurement of the mobile app. Specific procedures and information regarding guidelines on each university's Marketing and Communications website can be accessed in the References and Related Statutes, Policies, or Requirements Section below.

2.3. This policy applies to all UH System faculty, staff, and students developing applications which serve or represent official UHS programs and/or functions for distribution through a play/app store. This policy does not apply to mobile apps developed as part of a registered academic course identified in its course syllabi or apps that will not be branded to a UH System entity or any application designed to monitor, support or collect the information needed for the outcome of a research or research-related project.

2.4. All university employees and students are responsible for following current law, policies and guidelines including copyright law.

3. DEFINITIONS

3.1. "Mobile app(lication)" is a software application developed to work on a smart phone or personal device such as an iPad or Android Tablet. Apps can be developed as web-based, native or a hybrid. Apps are typically downloaded through the App Store (iOS) or Play Store (Android) and are subject the store terms & conditions.

3.2. "Official University App": A mobile application that serves as a central point of access to a university's primary official services and officially disseminated information.

3.3. "Officially Branded UH System App": An approved app that carries the brand of a UH System entity within a university. This can include an app to represent a University college, division, department, or official program.

4. MOBILE APP DEVELOPMENT AND IMPLEMENTATION

All App development for an Official University App and/or an Officially Branded UH System App shall be made in compliance with the guidelines established by the applicable university, as referenced in the References and Related Statutes, Policies, or Requirements Section below.

5. MOBILE APP PROCUREMENT AND CONTRACTS

App procurement through a third-party vendor for an Official University App or an Officially Branded UH System App is subject to the review and approval process established within the University's guidelines. Review and approval of mobile app under University guidelines in the References and Related Statutes, Policies, or Requirements Section below must be completed before the procurement process begins and a vendor is engaged.

6. UHS INFORMATION TECHNOLOGY SECURITY REVIEW

All features and integrations developed for an Official University App or Officially Branded UH System App shall undergo a University Information Technology (UIT) Security Review to ensure the security of the app and ascertain that any collected data is appropriate. If the app is developed or administered through a third party, the security review must be completed before a contract is executed.

7. EXEMPTIONS

The following Mobile Apps are exempt from this policy. If you receive an exemption, your app store logo should have a distinct app icon that is different from the official university app. Refer to your University guidelines for more information.

- Third-party mobile apps that are not branded to a University or to an entity within the University
- Student club/organization mobile apps
- Mobile apps developed as part of a registered academic course identified in its course syllabus

- Mobile apps specifically designed to support a research project. This includes any mobile application designed to monitor, support or collect the information needed for the outcome of a research or research-related project.

- Mobile apps that are approved to be exempt by a university president.

- Officially Branded UH System Apps created before this policy became effective. For Official University Apps developed before this administrative memorandum, please review your University mobile app guidelines for further details.

8. VIOLATIONS

Reports of an unofficial mobile app that is not in compliance with UH System guidelines, IT security protocols, accessibility compliance or legal requirements, can be made to the Office of the Vice Chancellor for Marketing and Communications.

9. REVIEW AND RESPONSIBILITY

Responsible Party: Vice Chancellor for Marketing and Communications

Review: Every five years

10. APPROVAL

Approved: /*Lisa Holdeman*/
Vice Chancellor for Marketing and Communications

/*Raymond Bartlett*/
Senior Vice Chancellor for Administration and Finance

/*Renu Khator*/
Chancellor

Date: September 5, 2025

11. REFERENCES AND RELATED STATUTES, POLICIES, OR REQUIREMENTS

System and University media/marketing/communications websites:

UH:
University Marketing and Communications Guidelines and Policies

UH-Clear Lake:
UH-Clear Lake Office of Marketing and Communications website

UH-Downtown:
UH-Downtown Office of University Relations website