

UCSF Mobile App User Agreement

UCSF Mobile app is administered by Campus Life Services (CLS Tech and CLS Marketing). This agreement governs Public Notifications/Messaging and Opt-In Channel postings.

Guidelines and Policies

Usage of UCSF Mobile app communication portals is a privilege and is subject to the guidelines and policies of UCSF, UCOP and CLS Tech. CLS Tech and UCSF Office of Communications reserve the right to update or make exceptions to these guidelines, and updates will be communicated to Users. Specific UCSF and UCOP guidelines and policies include:

- [UCSF Code of Conduct](#)
- [UCSF Pride Values](#)
- [UCSF Confidentiality, Access, Use and Disclosure of Protected Health Information and Patient Privacy, Medical Center Policy No. 5.02.01](#)
- [UCSF Brand Identity Guidelines](#)
- [UCSF Use of Name Campus Policy No. 050-13](#)
- [UCOP Electronic Communications Policy](#)
- [UCOP Use of Name Policy No. PACAOS-Appendix-B](#)
- [UCSF Mobile App Communication Guidelines](#)

Scheduling of Public Notifications/Messages and In-App Banners/Messages

CLS Marketing approves and manages the posting of all Public Notifications/Messages and In-App Banners/Messages. CLS Marketing will work directly with the UCSF Organization to coordinate scheduling and may decline postings due to scheduling conflicts.

Monitoring of Opt-in Channel Content

Although managed by each Organization, CLS Marketing reserves the right to remove postings to Opt-In channels if established policies and guidelines are not followed. CLS Marketing will partner with Users to annually monitor and advise on frequency of updates, user thresholds and other components of an effective and active communication tool.

By signing this agreement, _____ is agreeing to the conditions of this User Agreement, and the Executive Sponsor and Communications Contact assures the content reflects established guidelines, policies, and expectations as monitored by CLS Marketing.

UCSF Organization: _____

Organization's Executive Sponsor/Leader: _____

Communications Contact: _____

Date Signed: _____