

**Policy 1210
E-Commerce**

Date of Current Revision: August 2021

Primary Responsible Officer: Assistant Vice President for Finance

Secondary Responsible Officer: Assistant Vice President for Information Technology and CIO

1. PURPOSE

This policy outlines the criteria for James Madison University to ensure all university E-Commerce applications have been approved, implemented, and maintained in conformity with applicable federal and state laws and regulations and university policies.

2. AUTHORITY

The Board of Visitors has been authorized by the Commonwealth of Virginia to govern James Madison University. See Code of Virginia § 23.1-1600; § 23.1-1301. The Board has delegated the authority to manage the university to the president.

3. DEFINITIONS

E-Commerce Oversight Committee

A group that is jointly appointed by the Assistant Vice President (AVP) for Information Technology and CIO and AVP for Finance and charged with establishing procedures for JMU E-Commerce applications.

University E-Commerce

Financial transactions involving the sale of merchandise or services by departments or student groups or the receipt of contributions to the university over the Internet.

4. APPLICABILITY

This policy applies to all university E-Commerce. It applies to all employees, students, and affiliates engaged in such practices.

5. POLICY

It is the policy of the university to initiate adequate controls when implementing and maintaining E-Commerce. These controls will ensure compliance with state cash management requirements and provide assurance that university and customer financial information is properly secured. No new or revised E-commerce activities shall be established without prior written approval by the AVP for Finance.

Sale of university merchandise or merchandise bearing the university name or logo on the Internet requires prior approval by the assistant vice president for business services.

Fundraising in the name of the university, including collecting contributions on the Internet, requires prior approval by the vice president for university advancement. See Policy [5101](#) – Fundraising – Private.

6. PROCEDURES

University departments and organizations shall prepare and submit an [eMarket request form](#) for new or revised E-Commerce activities to the assistant vice president for finance. The department head or director is responsible for the submission of the eMarket request form. Until approval is received from the AVP for Finance, no procurements may be completed and no E-Commerce activity may begin.

7. RESPONSIBILITIES

The assistant vice president for finance shall review and evaluate the eMarket request form for all university E-Commerce business activities in accordance with this policy and shall make final recommendation to the senior vice president for administration and finance as to authorization of requested E-Commerce business activity.

This policy also places responsibility on department heads and directors to: 1) operate within the parameters specified by the E-Commerce Oversight Committee; 2) require appropriate computer use as specified in JMU Policy [1207](#) – Appropriate Use of Information Technology Resources; and 3) require appropriate information security as specified in Policy [1204](#) – Information Security and the [Payment Card Industry Data Security Standards \(PCI DSS\)](#) as specified by the [PCI Security Standards Council](#).

8. SANCTIONS

Sanctions will be commensurate with the severity and or frequency of the offense and may include termination of employment.

The assistant vice president of finance will terminate the E-Commerce business activity if it does not comply with the requirements of this policy.

9. EXCLUSIONS

None.

10. INTERPRETATION

Authority to interpret this policy rests with the president and is generally delegated to the assistant vice president for finance.

Previous Version: March 2019

Approved by the president: October 2005