

NDPCHS website profiles: Personal commercial activity policy

1. Purpose

To keep Department web profiles focused on University work and to avoid real or perceived conflicts of interest, this policy sets rules on advertising, promoting or linking to personal commercial activity on Nuffield Department of Primary Care Health Sciences websites. It supports University policies on conflicts of interest and outside appointments.

Key University policies and references

- Conflict of Interest Policy and overview. (compliance.admin.ox.ac.uk)
- Holding outside appointments (HR) and OA1 form guidance. (hr.admin.ox.ac.uk)
- Oxford Mosaic platform governance and rules for University websites. (oxfordmosaic.web.ox.ac.uk)
- Using social media – HR guidance for staff. (hr.admin.ox.ac.uk)

2. Scope

This policy applies to all NDPCHS staff, students, visitors and affiliates who have a profile on any Department-managed website (including Haiku/Mosaic sites) or page presented as part of the University of Oxford. Departmental sites must follow the University's website governance rules. (oxfordmosaic.web.ox.ac.uk)

3. Definitions

- Personal commercial activity: Any paid for or income-generating service, product or venture delivered outside the University (for example: private consultancy, coaching, clinical services offered privately, paid online courses, subscription apps, advisory roles, directorships, or personal businesses).
- Advertising/promotion: Text, images, badges, calls-to-action, or links intended to market personal commercial activity.
- Outside appointment (OA): Any external role or engagement requiring approval and/or annual declaration under University procedures,

4. Policy statement

Not permitted on profile pages

- Promotional wording about personal commercial activity.
- Testimonials, prices, discount codes, booking sign-ups.
- Logos/badges for a personal company.
- Links to personal business sites, paid courses, apps, or sales platforms.

Allowed on profile pages

- Neutral biography and professional expertise (no promotional language, logos or calls-to-action).
- Links to academic identifiers/profiles (e.g. ORCID, Google Scholar) and funded project pages.
- Factual description of University-related consultancy conducted through approved mechanisms (no promotion). COI and OA rules continue to apply (compliance.admin.ox.ac.uk)
- Approved research participation links (clearly marked as research recruitment) approved through standard Departmental processes.
- Personal social media may be listed only if it primarily shares academic work and is not used to market personal commercial activity from the University profile. University online conduct guidance applies.

5. Conflicts of interest and outside appointments

- Staff must seek prior approval for outside appointments (including consultancies and directorships) and declare them annually in line with University procedures (OA1). Department Heads/administrators must retain records as required. (hr.admin.ox.ac.uk)
- Individuals must recognise and disclose any activity that might give rise to a COI and ensure it is properly managed or avoided. (compliance.admin.ox.ac.uk)

7. Roles and responsibilities

- Profile owners: Keep profiles accurate, avoid promotional content, seek/declare outside appointments.

- Section editors/web administrators: Apply this policy, request edits or remove non-compliant content.
- Line managers: Remind teams of conflict of interest and outside appointment obligations.

8. Compliance and enforcement

Non-compliant content may be edited or removed by web administrators without notice.

Repeated or significant breaches will be escalated to the Head of Administration and Finance and may be addressed under local procedures and University codes (e.g. COI).

9. Accessibility, branding and governance

Profiles must follow University web rules (branding, accessibility, data, and platform governance).

10. Review

This policy will be reviewed regularly by NDPCHS HR, Communications and Governance leads.

Jo Gearing, Head of Communications, 31 October 2025