



Appropriate use of Qualtrics at Wayne State University

1. Wayne State University students, faculty, staff, and affiliates agree to abide by **all** university policies, while using any aspect of the Wayne State Qualtrics service, especially WSU's [Confidential Information Policy](#) and the [Acceptable Use of Information Technology Resources](#) policy.
2. Use of Wayne State Qualtrics requires awareness of and compliance with all applicable international, federal, state, and university regulations governing the use of confidential information, **including but not limited to:**
 - a. Family Educational Rights and Privacy Act ([FERPA](#)) for student academic records.
 - b. Health Insurance Portability and Accountability Act ([HIPAA](#)) for protected health information.
 - c. Children's Online Privacy Protection Act ([COPPA](#)) for any information about juveniles under 13 years of age.
 - d. General Data Protection Regulation ([GDPR](#)) standards, for data collected about European citizens.
 - e. For any kind of sensitive data, it is necessary to comply with WSU's [Confidential Information Policy](#).
3. **Wayne State Qualtrics surveys can only be used for purposes related to the mission of the university.** Such uses include academic research, surveys carried out under the auspices of a university course, surveys conducted by schools/colleges/divisions and other appropriate units of the campus, and surveys conducted under the auspices of student government.
4. Copyrighted logos or similar material can only be used with permission of the copyright owner. Wayne State logos and symbols are allowed, when used in accordance with [University Symbols policy](#).
5. If Qualtrics is used for research, the researcher must comply with all applicable Wayne State IRB (Institutional Review Board) regulations. Note that IRB approval is required for many kinds of surveys and is not limited to what appears to be pure academic research in pursuit of a degree or publication. When in doubt, [contact the IRB](#) for guidance.
6. Survey projects **must** be owned by a person, **not** by a [GroupID](#).
7. The survey creator owns the survey instrument **and** the data collected by a Wayne State Qualtrics survey. The entire survey project cannot be shared without the permission of the survey creator. If the survey creator is no longer associated with the university, ownership may be transferred upon approval by the proper university official.
8. The Wayne State [Computing and Information Technology](#) (C&IT) team acts as the Brand Administrator for the Wayne State Qualtrics service. In that role, C&IT may monitor the volume of account activity; unusual patterns may be subject to auditing and security testing.
9. Any Wayne State Qualtrics survey that violates these guidelines should be reported to abuse@wayne.edu. The matter will be referred to the appropriate university body for investigation and possible disciplinary action.
10. All Qualtrics data is [securely managed by the company](#). Nevertheless, as a best practice, Wayne State Qualtrics users should [back up their survey projects and data](#) and use appropriate security measures to prevent unauthorized access to the backup.