Web 2.0 services are Web-based software programs designed to capture user-provided information, facilitate information sharing, and assist with collaboration. Examples of Web 2.0 services include social networking services such as YouTube, Twitter, and LinkedIn, as well as collaborative services such as Google Apps, SurveyMonkey or Dropbox.

It is important to know the impact and understand how to safely use Web 2.0 services, especially when they are used for academic and research purposes. Staff in University Information Technology Services (UITS) and the UWM Information Security Office is available to consult with faculty and staff about use of Web 2.0 services and help determine how Web 2.0 services might best suit your needs.

Considerations when using Web 2.0 services for UWM business, academic or research purposes
- Do not use personally identifiable information; i.e., full names, addresses or phone numbers.
- Social Security numbers should not be used within any Web 2.0 service.
- UWM policies and procedures for plagiarism and copyright infringement are applicable.
- The information on these services is governed by state records laws and may be subject to Public Records Requests.

Web 2.0 services not supported by UITS
UITS does not provide service or support for Web 2.0 services. Backing up data and securing content is the responsibility of the individual using the service. The service provider provides help documentation and support.

To meet the needs of the campus community, UWM provides and supports PantherFile, O365 and the UWM Survey Instrument. These free services, accessible via the Internet, are secure and available to all UWM faculty, staff and students via ePanther ID and password.

**PantherFile**
- Store documents and files
- Set permissions to share documents with internal (UWM) and external partners

**O365 Suite**
- Use for e-mail, calendar, and storage services
- Organize and prioritize work by creating tasks and sharing personal calendars

**UWM Survey Instrument**
- Create surveys, collect and store data, and produce reports
- Conduct human subject research as survey software meets IRB security requirements

Protection of intellectual property rights
Web 2.0 services should not be used to post information that may be used for a patent. Placing information on a Web 2.0 service may constitute publication of intellectual property and may prevent filing for a patent of the work.

Ensuring security of private and confidential data
Ensuring the protection of personally identifiable information as required by state and federal laws including HIPAA, FERPA is the responsibility of the individual using and posting the data. In the event of a breach of personally identifiable information, you may be required to comply with WI Act 134.98, which at a minimum requires notification to the persons whose personally identifiable information was compromised via the use of a Web 2.0 service.