

SPAWARINST 5720.4
SPAWAR 08-2
10 Dec 01

SPAWAR INSTRUCTION 5720.4

From: Commander, Space and Naval Warfare Systems Command

Subj: SPAWAR WEB POLICY

Ref: (a) SECNAVINST 5720.47, Department of the Navy Policy For Content of Publicly Accessible World Wide Web Sites
(b) Deputy Secretary of Defense (SECDEF) Memorandum, DoD Web Site Administration Policy of 26 Apr 01
(c) DoDINST 5230.29, Security and Policy Review of DoD Information for Public Release
(d) Assistant SECDEF Memorandum, Department of Defense (DoD) Public Key Infrastructure (PKI) of 12 Aug 00
(e) Electronic and Information Technology and Accessibility Standards, published as a final rule in the Federal Register of 21 Dec 00 by the Architectural and Transportation Barriers Compliance Board, 36 CFR Part 1194
(f) SECNAV WASHINGTON DC 152200Z Mar 01, Department of the Navy Approach to Implementation of Section 508 Compliance Standards (ALNAV 018/01)
(g) OSD Memorandum, Information Assurance (IA) Training and Certification of 29 Jun 98
(h) CNO WASHINGTON DC 011646Z Feb 01
(i) DOD Policy Memorandum, Establishing and Maintaining a Publicly Accessible DoD Web Information Service of 18 Jul 99
(j) DoDINST 5230.9, Clearance of DoD Information for Public Release of 9 Apr 96
(k) DoDINST 5230.24, Distribution Statements on Technical Documents of 18 Mar 87
(l) DoD Memo of 21 Jul 00, DOD Memorandum, Accessibility of DoD Web Sites to People with Disabilities
(m) OMB Circular A-130, Management of Federal Information Resources of 30 Nov 00
(n) SECNAVINST 5510.36, Department of the Navy Information Security Program Regulation
(o) SECNAVINST 5239.3, Department of the Navy Information Security (INFOSEC) Program
(p) SECNAVINST 5870.5, Permission to Copy Materials Subject to Copyright

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Encl: (1) SPAWAR Web Site Administration Rules and Guidelines

1. Purpose. This instruction prescribes policy guidelines and responsibilities for the development and implementation of World Wide Web (WWW) sites at SPAWAR Headquarters, Echelon III Commands and Activities. The term "SPAWAR Claimancy" is used to address the SPAWAR organization as a whole and the terms "WWW sites", "web sites", and "web pages" are used to generally describe various types of linked information available on the public Internet or SPAWAR intranets. See definitions (paragraphs 3a and 3b).

2. Background. The DoD and the Department of the Navy have established policy and assigned responsibilities related to establishing, operating, and maintaining military sites on the WWW. The WWW is an extremely powerful public information tool and its use, within the guidelines contained in this instruction and references (a) through (p), is encouraged. This instruction assigns responsibilities and prescribes policies implementing references (a), (b), and (c) within the SPAWAR Claimancy, to ensure appropriate use of the WWW to provide restricted-access information to internal audiences and public information to a global audience.

3. Definitions

a. SPAWAR Claimancy. SPAWAR Headquarters, and Echelon III Commands and Activities.

b. SPAWAR World Wide Web site. Any public or restricted-access SPAWAR web site designed, developed, procured, or managed by SPAWAR activities and their contractors or consultants, whether publicly or not publicly accessible. A web site is a collection of one or more linked pages accessible via SPAWAR intranets or the public Internet and is intended to provide information to specific or general audiences.

c. Section 508. The Workforce Investment Act of 1998, Public Law 105-220, was enacted on 7 August 1998. Title IV of the Act is the Rehabilitation Act Amendments of 1998. Subsection 408(b) amended section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d). Subsection 508(a)(1) requires that when Federal departments or agencies develop, procure, maintain, or use Electronic and Information Technology (EIT), they must

ensure that the EIT allows Federal employees with disabilities to have access to and use of information and data that is comparable to the access to and use of information and data by other Federal employees. Section 508 also requires that individuals with disabilities, who are members of the public seeking information or services from a Federal department or agency, have access to and use of information and data that is comparable to that provided to the public without disabilities. Comparable access is not required if it would impose an undue burden.

d. Private Web Server. A web server that is designed for and/or provides information resources that are limited to a particular audience (i.e., DoD) or a subset thereof, including web servers that provide interfaces to e-mail systems. A private web server restricts or attempts to restrict general public access to it. Any DoD operated web server that provides any information resources that are not intended for the general public is a private web server.

e. Government Information Locator Service (GILS). GILS identifies public information resources throughout the U.S. Federal Government. Information about GILS requirements and instructions on how to receive the on-line submission form is available on DefenseLINK, <http://www.defenselink.mil/>, under "Search" or <http://sites.defenselink.mil/>. Under "organization information," the "Major Component" field will be "United States Navy".

4. Policy. It is the policy of the Commander, Space and Naval Warfare Systems Command that development and implementation of SPAWAR web sites will be followed as per enclosure (1).

5. Responsibilities

a. The Chief Information Officer (SPAWAR-08) is responsible for administering the SPAWAR Web Policy and:

(1) Will ensure that:

(a) All private web servers (see Definitions section) use encryption and have installed on them a DoD Public Key Infrastructure Web-server Certificate as per reference (d).

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(b) All SPAWAR Claimancy comply with section 508 as per references (e) and (f). The SPAWAR CIO (SPAWAR-08) shall act as the point of contact (POC) for section 508 compliance actions. Section 508 pertains to both public and restricted web sites.

(c) All SPAWAR sponsored information (i.e., any information residing on a government server under the spawar.navy.mil domain), whether public or password protected, maintained by government personnel or contracted IT services, is hosted on Information Assurance (IA) certified servers on government property under the spawar.navy.mil domain extension. Those web sites not currently so hosted will be transitioned. Contractors previously supplied with navy.spawar.mil addresses will return the URL immediately to SPAWAR.

(d) All SPAWAR web servers (hosting sites in the spawar.navy.mil or nosc.mil domains) are afforded multiple levels of physical protection. They shall be located on Navy property in a gated compound requiring a SPAWAR ID badge, and shall be in a controlled access room requiring either an electronic badge entry system or assigned key entry.

(e) Ensure that all web server operators and maintenance personnel receive training in operational, technical, and information system security issues relating to web site activities, or have access to appropriately trained individuals.

(f) All personnel who implement and maintain the web server environment are certified in accordance with reference (g).

(g) Public web pages (those requiring no password authentication or a secure socket layer (SSL)) are hosted on different servers from those used to host restricted sites. Servers used to host public web pages shall reside outside SPAWAR firewalls.

(h) All web servers that employ Identification and Password Protection are configured with secure protocols (e.g., SSL) in order to provide a transmission level of encryption between client and server machines.

(i) All public and restricted web site development complies with the Navy's firewall policy as contained in reference (h).

(j) A database of all SPAWAR public and restricted web sites is created and maintained.

(k) Procedures for registering SPAWAR web sites are promulgated.

(l) Upgrades and enhancements to SPAWAR public and restricted web sites are provided.

b. The Public Affairs Officer (SPAWAR-00P) is responsible for administering the SPAWAR Public Web Site. SPAWAR 00P will:

(1) Review all current SPAWAR public web pages for adherence to enclosure (1), reference (j), and the 00P approved standard template for SPAWAR public web sites, represented by the main SPAWAR public page at <http://enterprise.spawar.navy.mil/spawarpublicsite/>. SPAWAR 00P will normally review new SPAWAR public web pages submitted for approval from SPAWAR managers within five (5) working days and will return with comment those pages that are not compliant.

(2) Conduct periodic reviews of SPAWAR public web sites to ensure compliance with enclosure (1).

(3) Register all publicly accessible web sites with the government information locator service (GILS) as per reference (i) (see Definitions section).

c. SPAWAR Claimancy Managers who sponsor web sites will ensure that:

(1) All current SPAWAR public web sites under their jurisdiction are transitioned to the 00P approved standard template for SPAWAR public web sites, per paragraph 5b(1) above. Contact 00P for the latest approved template. If web pages submitted for review by 00P are returned with comment, it is the responsibility of the web page manager to incorporate all required changes and resubmit to 00P. It is in the best interest of SPAWAR managers who are developing public web pages

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to involve SPAWAR OOP at the beginning of the process to insure early compliance and streamlined review and approval.

(2) A page content manager and technical manager (Responsible Authority) have been identified for each public and restricted web site under their jurisdiction. Information for contacting the appropriate content and technical web masters shall be included on the site's "home page". When necessary, the content manager shall follow local procedures implementing reference (k).

(3) Each public and restricted web site under their jurisdiction is registered with SPAWAR 08-2, per paragraphs 5a(1)(j) and 5a(1)(k) above.

(4) The necessary information is provided to PAO for GILS registration of each public web site under their jurisdiction, per paragraph 5b(3) above.

(5) A privacy and security notice is provided to users of each publicly accessible web site through prominent display or announcement on at least the first page of all major sections of each web site. Providing a statement such as "Please read this privacy and security notice" linked to the actual notice is satisfactory. The Privacy and Security Notice is located at <http://enterprise.spawar.navy.mil/spawarpublicsite/warning.cfm>.

(6) All rules specified in paragraph 11 of the Rules section in enclosure (1) are followed when considering the use of any material from nonfederal sources (including material that might be trademarked or copyrighted) in a web site.

6. Action. Addressees will adhere to the policy guidelines and responsibilities as defined in this instruction.

/s/
K. D. SLAGHT

Distribution:
SPAWAR List 6
SNDL Part II:
FKQ (SPAWARSYSCTRS and Activities)

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Copy to:
FKR10 (SPAWAR Reserve Centers)

SPAWAR WEB SITE ADMINISTRATION RULES AND GUIDELINES

1. The SPAWAR Claimancy provides the following rules and guidelines to facilitate proper use of public and restricted web sites. These rules and guidelines are in accordance with official DoN policy, as contained in reference (a). Each rule or guideline pertains to public web sites, restricted web sites, or both, according to the following sections. For further clarification, please contact SPAWAR 08C or 00P.

a. Section headings:

(1) Rules guiding the creation and development of command public web sites,

(2) Rules guiding the creation and development of BOTH command public and restricted-access web sites,

(3) All publicly accessible web sites MUST CONTAIN the following,

(4) All publicly accessible web sites MUST NOT CONTAIN the following,

(5) Any public or restricted-access web site MAY CONTAIN the following.

b. Rules guiding the creation and development of command public web sites:

(1) Sites must have a clearly articulated purpose, approved by the commander, that supports the command's activity/mission.

(2) Sites must reside within their respective Activity's primary public web site. For example, all SPAWAR HQ public web pages shall reside within the SPAWAR HQ primary public web site.

(3) Sites must be protected from modification on systems exposed to public networks in accordance with references (n) and (o).

(4) Sites must comply with the Privacy and Freedom of Information Acts. This includes the release of names and duty

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station addresses of individuals who are routinely deployable, overseas, or in a sensitive unit. Also, photographs, e-mail addresses, organizational charts, etc. that list names and other biographical data of individuals shall not be placed on publicly available web sites, except as noted in paragraph e(3) or approved by SPAWAR 00P.

(5) Sites must contain only "approved for public release" information suitable for viewing by ANYONE in the world.

(6) Links to non-Department of Defense web resources shall support the organization's mission.

(7) All links will be reviewed and approved by SPAWAR 00P for public sites and by the SPAWAR web site sponsor for limited access sites, before use, and then periodically by the web page administrator to ensure proper function and suitability. Broken links must be corrected or removed as soon as possible.

(8) No product endorsements or preferential treatment shall be given on publicly accessible SPAWAR web sites.

(9) A link to the SPAWAR External Link Notice must be provided on any web page that contains external links. The SPAWAR External Link Notice is located at:

http://enterprise.spawar.navy.mil/spawarpublicsite/external_links_note.htm

The appearance of hyperlinks does not constitute endorsement by the Department of Defense or the U.S. Navy of this web site or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the Department of Defense and the U.S. Navy do not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this DoD web site.

(10) Only suitable images supporting the overall mission of the web site may be used (contact Public Affairs for assistance in determining suitable).

(11) Sites must not include information for specialized, internal audiences.

(12) Public queries for information (via the web site) should be linked or directed to the web site Webmaster or PAO. PMW or code specific pages must list points of contact for both technical and content questions.

(13) Sites shall not collect personal data (name, address, phone number, etc.) about a visitor to the site without the visitor's express permission, provided through a Privacy Act Statement. (Note: network identification and Internet protocol addresses are not considered personal data).

(14) Use of cookies must be reviewed and approved by SPAWAR OOP on a case-by-case basis because the related DoD policy is not final.

(15) No surveys shall be conducted on any public site.

(16) Sites that collect registration information for conferences and workshops must have a Privacy Act statement, comply with the Privacy Act, and use Secure Socket Layer connections for upload of information. Any personal data should be stored in a strong encrypted manner and, if possible, should not remain outside the firewall.

b. Rules guiding the creation and development of BOTH command public and restricted-access web sites:

(1) Photos contained in the sites may not be altered in any way (other than standard practices of cropping, sizing, etc.

(2) When considering the use of any material from a nonfederal source:

(a) Do not reproduce or disseminate any work of authorship originating from a nonfederal source unless written permission from its owner has been obtained for the specific purpose. If unable to do so, obtain it in accordance with reference (p). Ensure that the rights concerning web page use are clearly identified in the written permission. The original written permission to use copyrighted material is to be maintained by the requesting code. A copy of written

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permissions obtained under reference (p) must be provided to the controlling Public Affairs Office (SPAWAR 00P). Download of a sample permission request letter in MS Word format is available at

<https://iweb.spawar.navy.mil/services/sti/publications/corimage/5870-5encl.doc> or the Office of Legal Counsel for Intellectual Property, SSC SD Code D0012 at (619) 553-3001. Any works of authorship of nonfederal sources currently on SPAWAR web sites without written permission must be removed immediately. Failure to comply may result in legal action against the Government.

(b) Works of authorship include printed matter, electronically transmitted information, and computer programs, photographs, clipart, and icons, graphic user interfaces (GUIs), e.g., page and window layouts, sound files, video files, and any other information that may be transmitted on the Internet. All works of authorship from nonfederal sources must be presumed to be copyrighted, even if they do not have a copyright notice.

(c) Do not use any graphics, logos or other trademarks depicting companies or products on SPAWAR web sites without written permission from the owners of the mark being used. Doing so may result in legal action against the Government. Do not give any product endorsements or preferential treatment to nonfederal organizations on publicly accessible official SPAWAR websites. Any business names and/or graphics/logos from nonfederal sources must be presumed to be trademarked, even if they do not have a trademark notice.

(d) Refer all trademark and copyright questions to the Legal Counsel for Intellectual Property (Code D0012, X33001).

(e) The use of "frames" technology to connect to external sites with embedded "links" may constitute violation of certain third-party copyrights (even when the same links are permitted without frames) and any organization considering such technology should contact Legal Counsel for Intellectual Property (Code D0012, X33001) for detailed advice before implementing. A new browser window should be opened for any web site that is not in the SPAWAR.navy.mil domain.

(3) Sites shall comply with Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d). See definitions (paragraph 3c). Federal public and restricted-access web sites shall be developed and implemented according to the Electronic and Information Technology and Accessibility Standards for web based intranet and Internet information and applications, reference (e). Specifically,

(a) A text equivalent shall be provided for every non-text element (e.g., via "alt", "longdesc", or in element content).

(b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.

(c) Web pages shall be designed so that all information conveyed with color is also available without color; for example, from context or markup.

(d) Documents shall be organized so they are readable without requiring an associated style sheet.

(e) Redundant text links shall be provided for each active region of a server-side image map.

(f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.

(g) Row and column headers shall be identified for data tables.

(h) Markup shall be used to associate data cells and header cells with data tables that have two or more logical levels of row or column headers.

(i) Frames shall be titled with text that facilitates frame identification and navigation.

(j) Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.

(k) A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.

(l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.

(m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l). (This section can be seen at: <http://www.access-board.gov/sec508/508standards.htm#Section 1194.21 Software Applications and Operating Systems>.)

(n) When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.

(o) A method shall be provided that permits users to skip repetitive navigation links.

(p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

c. All publicly accessible web sites MUST CONTAIN the following:

(1) On pages that contain external links, a link to the SPAWAR External Link Notice. See paragraph a.(9).

(2) In addition, on primary pages:

(a) The full name of the organizational element

(b) The statement, "This is an official Department of the Navy web site,"

(c) A prominently displayed link to the SPAWAR Privacy and Security Notice found on <http://www.spawar.navy.mil/>.

(d) A link to SPAWAR Activity home page. For example, PMWs shall link to <http://enterprise.spawar.navy.mil/spawarpublicsite/>.

(e) Information in the source code of the page that provides the name of the page/site maintainer, the reviewer, and the approver as well as the last modified date. The Security & Policy Review tracking number may also be placed in the source code (See the SPAWAR home page for an example).

(3) In addition, on Activity home pages:

(a) A link to the Navy's official web site at <http://www.navy.mil>.

(b) A link to the Navy's official recruiting site at <http://www.navyjobs.com/>.

d. All publicly accessible web sites MUST NOT CONTAIN the following:

(1) Names and duty addresses of personnel assigned to units that are sensitive, routinely deployable, or stationed in foreign territories (even as part of a photo caption).

(2) Classified material, "For Official Use Only" information, proprietary information, information not cleared in accordance with references (c) and (i) that govern the clearance and release of government information, or information that could enable the viewer to infer this type of information.

(3) Identities of family members of DON personnel.

(4) Information or logos indicating the web site is best viewed by any specific browser.

(5) References that the site has been selected as a recommended or featured site by any organization.

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(6) Recommendations for any search engines or commercial software.

(7) Links to Intranet web pages.

(8) Information that shall be withheld from the public pursuant to statute, or intended for restricted access or limited distribution, including material that is Export controlled or munitions listed under the Export Administration Regulation or International Trafficking in Arms Regulation.

(9) Contractor names or links to contractor web sites (for those sites developed by a contractor).

(10) Any test and evaluation information that could result in an unfair advantage or disadvantage to the manufacturer or producer.

(11) Copyrighted or trademarked material (without written permission of the copyright or trademark holder).

(12) Materials or services advertised for sale (including command memorabilia, ball caps, etc.)

(13) Information duplicated from other military web sites (use hypertext links instead).

e. Any public or restricted-access web site MAY CONTAIN the following:

(1) For continental U.S.-based, non-deployable Echelon 1 and 2 commands: command directories (including names and e-mail addresses) if deemed necessary for the conduct of the command's mission.

(2) For those commands not included in the above paragraph: general telephone numbers for commonly requested resources, services, and contacts (using office titles without names).

(3) Portraits of the following individuals or their equivalent as determined by SPAWAR 00P: the Commander, Commanding Officer, Officer in Charge, or civilian equivalent;

Master Chief Petty Officer of the command; and the Public Affairs Officer.

(4) Links to local government or non-government agencies as part of the Command's family support function. These links must include the required DOD notice regarding external links if not to a governmental agency.

(5) For Echelon 2 acquisition commands: links to partners in industry if the linked web site pertains solely to a command program and links directly to pertinent information.

(6) Links to other military web sites

(7) "Redirect" links to intranet web pages residing on a different server than the public pages.

(8) Interactive capability to query the command via e-mail.

(9) A link to the U.S. Navy's "Frequently Asked Questions" page on the official U.S. Navy web site at <http://www.navy.mil>.