

SECTION 15

INTERNET AND INTRANET

15.1 Purpose

This section establishes policies and responsibilities for creating, managing and maintaining MARAD's Internet and Intranet web sites.

15.2 Scope

This policy applies to all MARAD Internet and Intranet web sites.

15.3 References

An extensive list of relevant laws, Executive Orders, Presidential Memoranda, Office of Management and Budget (OMB) Circulars and Memoranda and other guidance is listed in DOT Order 1350.2A

15.4 Definitions

Home Page is the top-level or main World Wide Web (WWW or "web") page for an organization, business, subject, person, etc. This page often resembles a table of contents with electronic links to other resources or files on WWW sites. It is commonly the first page displayed when connecting to a WWW server, but may also refer to the introductory page for a collection of web pages.

Web Page is a document on the web.

Web Site is a term commonly used to refer to a collection of web pages linked from an introductory or 'homepage'. It is best compared to an online book or brochure that is made up of many screens, much like the pages of the book.

15.5 Goals

MARAD web sites will be designed, managed and maintained to:

- Disseminate information to the public and MARAD staff; and provide better, more efficient services to the public and MARAD staff;
- Make it easy to do business with and within MARAD; and
- Increase productivity.

15.6 Policy

It is MARAD's policy to use the Internet/Intranet to deliver information and services efficiently and effectively and to be the means by which MARAD achieves its goals of conducting business

electronically. As such, every effort shall be made to ensure and maximize the quality, integrity, and utility of information, while ensuring protections for privacy and security.

15.8 General

- The MARAD homepage (www.marad.dot.gov) is the Agency's "face to the world." The primary audience is people outside of MARAD: the public; MARAD's current and potential business partners; and other government departments and agencies at the federal, state and local level.
- MARAD also maintains an internal communication network or Intranet called Intramarad (<http://intramarad.dot.gov>). Its audience is MARAD employees only. Intramarad is intended to be a management tool to foster communications on important policy and procedural matters; serve as a clearinghouse of job-related information for MARAD employees; and a way to conduct internal business processes efficiently and electronically.
- Offices within MARAD may create Internet pages consistent with MARAD policies. These pages will be linked to the MARAD web page managed by the Office of the CIO. Offices may not create individual Intranet sites and instead will use Intramarad for internal communications and business processes.

15.9 Use of Internet resources

- MARAD provides access to the Internet as a management tool. That access should be used primarily for official, mission-related MARAD business. Limited incidental personal use that complies with the standards of ethical conduct is acceptable. Any illegal, harassing, discriminatory or obscene use, in violation of other MARAD or DOT policies can be the basis for disciplinary action, up to and including termination or judicial sanction.
- Program Offices shall not create or host web sites for groups or organizations not officially part of MARAD or DOT's organizational structure, without the approval of the MARAD CIO; or for OST offices, the Departmental CIO.
- Individual MARAD staff may not create or link to personal home pages depicted as official MARAD pages.

15.10 Internet Privacy

MARAD is committed to respecting the privacy of the public particularly when it comes to the practice of placing cookies on visitor's computers.

15.10.1 The Office of Management and Budget's policy is that persistent cookies (that is, cookies that track the activities of users over time and across different web sites) are prohibited unless in addition to clear and conspicuous notice, there is a compelling need to gather the data on the site; appropriate and publicly disclosed privacy safeguards for handling of information derived from cookies are in place; and Secretarial approval is obtained.

15.10.2 Written approval to use persistent cookies must be requested and obtained from the

Secretary of Transportation or his designee, through the MARAD CIO's office before posting a web page that uses persistent cookies on the public Internet. The request shall:

- Provide written justification that there is a compelling need to gather the data on the site;
- Demonstrate that appropriate and publicly disclosed privacy safeguards for handling of information derived from cookies exist; and
- Show how clear and conspicuous notice will be provided that persistent cookies are being used on the web page.

15.10.3 Although no approval is required for use of session cookies (that is, cookies that retain information only during a single session), web pages that use session cookies must disclose that session cookies are being used.

15.10.4 Any new web site or major redesign to an existing web site of a program office may not go on the public Internet without certification by the CIO that the DOT privacy policy is being followed.

15.10.5 A privacy policy statement conforming to OMB privacy policy guidance shall be displayed on all MARAD domain level homepages (e.g., marad.dot.gov) and on all web pages that are major entry points to web sites where personal information is collected from the public. The privacy statement should address the following:

- **Collection and Use of Information** - Disclose the means by which you collect information both with your users' explicit knowledge (registration forms, order forms, etc.) and without their explicit knowledge (logged files, cookies)
- **Who** - Person collecting the information.
- **Use and Sharing** - Use of the Information Collected and if/how it is being shared.
- **Security** - Inform users what types of security procedures you have in place to protect the loss, misuse, or alteration of the information collected
- **Data Quality and Access** - Provide users with a mechanism to correct and update their pertinent personally identifiable information.

15.10.6 A sample DOT Privacy Notice is provided in DOT Order 1350.2A.

- **Web Site Accessibility.** All new or substantially revised MARAD web sites shall be designed to be accessible by people with disabilities; comply with the requirements of DOT's Electronic and Information Technology policy and guidance; and meet accessibility standards developed by the Section 508 Access Board.
- **Web Site Information Quality.** Every effort shall be made to ensure that information posted on all new or revised MARAD web sites meets the guidelines issued by OMB for ensuring and maximizing the quality, objectivity, utility, and integrity of information

disseminated by Federal agencies.

- **Links to other web sites.** Links to other web sites may be created as long as the link adds value and is not duplicative of other information on the page. Links must be reviewed carefully and regularly to ensure that they continue to add value, that they do not exist solely to promote specific products or services, and that they are in good taste. When using a link to a non-government, i.e., other than a federal, state or local government web site, an "interceptor" page containing the following standard notice must be used:

"Our web sites have many links to other organizations, such as educational institutions and non-profit associations. While we offer these electronic linkages for your convenience in accessing transportation-related information, please be aware that when you exit our web sites, the privacy policy stated on our web sites may not be the same as that on other web sites. In addition, MARAD or DOT cannot attest to the accuracy of information provided by linked sites. Linking to a web site does not constitute an endorsement by MARAD or any of its employees of the sponsors of the site or the products presented on the site."

15.10.7 Web Site Content Management. MARAD web sites shall be managed efficiently and effectively to deliver information and services and transact business related to achieving the Department's mission and responsibilities.

- Information about MARAD program policies and procedures must be approved by the manager (or his/her designee) having delegated authority to determine those policies/procedures, before that information is posted on the web sites.
- MARAD web sites shall only be developed that support the Agency's mission and programs, and contribute to the accomplishment of the MARAD strategic plan goals and objectives.
- Each web page or document shall include an email address and/or a designated point of contact that can provide additional information on a topic, along with the date of last update.
- Every MARAD web site shall be reviewed on a regular basis to ensure all information is accurate and up-to-date and that links are working properly. These periodic reviews shall also ensure that there are no persistent cookies being inadvertently used, or if used, documentation exists that the appropriate approvals have been obtained for their use. Finally, on web pages where persistent and/or session cookies are used the review shall ensure that there is a disclosure statement for the visitor on the web page.
- E-mail from MARAD web sites should be answered promptly, accurately and informally, using e-mail whenever possible. Although it is not necessary to establish formal control systems to monitor web-generated mail, employees should be held accountable via performance standards for responding in a timely and accurate manner.
- Endorsements of specific products or services; commercial sponsorships, or advertisements may not appear on any MARAD web site available to the public, including sites that are established for program offices by private contractors.

15.10.8 Responsibilities

Responsibility for implementing MARAD policies regarding Internet management and use lies with the following officials and may be delegated as appropriate:

15.10.8.1 Departmental CIO is responsible for:

- Providing policy and procedural guidance with respect to establishing, managing and maintaining Internet and Intranet web sites; and
- Advising other DOT organizations on the proper and/or effective use of the Internet consistent with established policy, information technology architectures and capital investments.

15.10.8.2 MARAD CIO is responsible for:

- Ensuring the offices adhere to these policies and applicable laws, regulations and guidance; and provide for adequate management oversight of the web sites created by the respective program offices;
- Establishing procedures to provide for an annual certification to the CIO, beginning in March 2002, that all web sites are in compliance with DOT Departmental Privacy Policy; and
- Designating a single high-level point of contact to serve as the manager of web sites. The designated web manager should be at a level in the organization high enough to manage web initiatives throughout the agency; and ensure compliance with DOT Internet policies. The web manager is responsible for making day-to-day decisions about Internet site development and maintenance, content, consistency/linkage with other DOT Internet sites, infrastructure investments, technical operations, etc. Additional persons may be designated to assist in carrying out these responsibilities as appropriate and necessary.