DEPARTMENT OF THE NAVY CHIEF INFORMATION OFFICER 20350-1000
CHIEF OF INFORMATION 20350-1200
WASHINGTON DC

JOINT MEMORANDUM

From: Department of the Navy Chief Information Officer
       Chief of Information

Subj: DEPARTMENT OF THE NAVY WEB PRESENCE POLICY – THE REGISTRATION,
       COMPLIANCE OF, AND INVESTMENT IN, ALL UNCLASSIFIED WEB SITES AND
       UNIFORM RESOURCE LOCATORS (URL)

Ref: (a) SECNAVINST 5720.47B, Department of the Navy Policy for Content of Publicly
           Accessible World Wide Web Sites, of 28 Dec 05
       (b) ASD(C3I) memo, Web Site Administration Policies & Procedures, of 25 Nov 98
       (c) SECNAVINST 5430.7N, Assignment of Responsibilities and Authorities in the Office
           of the Secretary of the Navy, of 09 Jun 05
       (d) SECNAVINST 5211.5E, Department of the Navy Privacy Act (PA) Program, of
           28 Dec 05
       (e) SECNAVINST 5720.42F, Department of the Navy Freedom of Information Act
           (FOIA) Program, of 06 Jan 99
       (f) SECNAVINST 5510.36A, Department of the Navy (DON) Information Security
           Program (ISP) Instruction, of 06 Oct 06
       (g) SECNAVINST 5239.3A, Department of the Navy Information Assurance (IA) Policy,
           of 20 Dec 04
       (h) Title 29, United States Code, Section 508 of the Rehabilitation Act (29 U.S.C. 794d),
           as amended by the Workforce Investment Act of 1998 (P.L. 105-220)
       (i) OMB memo M-05-04, Policies for Federal Public Web Sites, of 17 Dec 04
       (j) DOD Instruction 8551.1, Ports, Protocols, and Services Management (PPSM), of
           13 Aug 04
       (k) Title– 41, Code of Federal Regulations, Chapter 102, Part 102-173, Internet GOV
           Domain

Encl: (1) Roles and Responsibilities
       (2) Definition of Terms

1. Purpose. This policy provides Department of the Navy (DON) guidance for governing the
content, compliance and investment of all unclassified DON Web sites and their associated
Uniform Resource Locators (URLs).

Subj: DEPARTMENT OF THE NAVY WEB PRESENCE POLICY – THE REGISTRATION,
COMPLIANCE OF, AND INVESTMENT IN, ALL UNCLASSIFIED WEB SITES AND
UNIFORM RESOURCE LOCATORS (URL)

2. Roles and Responsibilities. To support this policy's purpose, roles and responsibilities for the
DON Chief Information Officer (CIO), DON Deputy CIO (Navy), DON Deputy CIO (Marine
Corps), Chief of Information (CHINFO), and U.S. Marine Corps Director of Public Affairs
(DIRPA), are defined in enclosure (1).

3. Scope. This policy applies to all DON commands and activities with unclassified Web sites
(publicly accessible or access restricted) designed, developed, procured, or managed by DON
activities and/or by their contractors. It also applies to all unclassified URLs associated with
DON unclassified Web site environments hosted and managed by DON activities and/or by their
contractors.

4. Background

    a. The World Wide Web (WWW or Web) is a powerful public information tool, and its use,
within Federal, Department of Defense (DoD), and DON guidelines, is encouraged. However,
the open accessibility of the web presents potential risks to DON personnel, assets, and
operations if inappropriate information is published on DON Web sites.

    b. The appearance, accuracy, and relevance of the information presented by Navy and Marine
Corps commands on their unclassified Web sites and URLs reflect on the DON's professional
standards and credibility. Additionally, information residing on a Web site and URL associated
with a DON managed domain (e.g."navy.mil", "usmc.mil", and "marines.mil") is interpreted as
reflecting official Navy or Marine Corps policies or positions.

    c. The DON CIO is focused on consolidating the DON Web site and URL investments to
reduce the Department's infrastructure footprint. In the past several years, the proliferation of
Web sites and URLs has increased substantially, draining resources and diminishing the DON's
ability to provide the necessary content and security oversight required.

5. Definitions. Terms used in this policy are defined in enclosure (2).

6. Policy. The DON uses the Internet as a means to transport authoritative information to the
appropriate audiences. All information presented on a publicly accessible or access-restricted
Web site must be accurate, current, and in compliance with all Federal, Department of Defense
(DoD), and DON policies. In order to protect operational security, privacy of information, and
information security, all DON Web site investments must be registered and associated with a
DON approved URL. This will allow further consolidated of the DON's infrastructure footprint
while improving content and security oversight.

Subj: DEPARTMENT OF THE NAVY WEB PRESENCE POLICY – THE REGISTRATION, COMPLIANCE OF, AND INVESTMENT IN, ALL UNCLASSIFIED WEB SITES AND UNIFORM RESOURCE LOCATORS (URL)
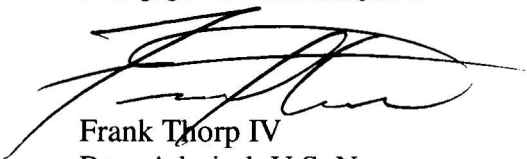
7. Actions

   a. All DON unclassified Web sites and associated URLs must be managed and hosted in a DON approved (i.e. .mil, navy.mil or usmc.mil) domain. Exceptions are those identified in reference (a).

   b. All DON unclassified Web sites and associated URLs, including those currently residing in non .mil domains (e.g., .gov, .com, .org, .net), must be registered in the DON Application and Database Management System (DADMS) for inclusion into the DON IM/IT investment portfolio.

   c. All DON unclassified Web sites and associated URLs must be reviewed by the DON Deputy CIO (Navy) and the DON Deputy CIO (Marine Corps) for compliance and redundant investments. Redundant Web site investments and associated URLs will be consolidated. The consolidation will include all Navy Echelon II and U.S. Marine Corps Major Subordinate Commands integrating all subordinate command publicly accessible Web sites under their command URL for a single command publicly accessible Web namespace.

   e. All publicly accessible Web sites must be administered according to the procedures outlined in references (a) and (b) and provided in enclosure (1).

8. The points of contact for this matter are Mr. Timothy Johnson, (703) 602-6961, timothy.johnson@navy.mil at DON CIO and Mr. Alan Goldstein, (703) 695-1887, alan.p.goldstein@navy.mil at CHINFO.

Frank Thorp IV
Rear Admiral, U.S. Navy
Chief of Information
Date: _10·4·07_

Robert J. Carey
Department of the Navy
Chief Information Officer
Date: _10/10/07_

Distribution:
Immediate Office of the Secretary (ASN(M&RA), ASN(RD&A), ASN(I&E), ASN(FM&C), AAUSN)
Dept of the Navy Staff Offices (OPA, JAG, OLA, AUDGEN, CNR, NAVINSGEN)
GC
CNO (N09, N09B, N091, N093, N095, N097, N1, N2, N3/5, N4, N6, N8)

Subj: DEPARTMENT OF THE NAVY WEB PRESENCE POLICY – THE REGISTRATION, COMPLIANCE OF, AND INVESTMENT IN, ALL UNCLASSIFIED WEB SITES AND UNIFORM RESOURCE LOCATORS (URL)

Roles & Responsibilities

The Department of Navy Chief Information Officer (DON CIO) shall:

- Provide information management and information technology (IM/IT) policy and guidance for the DON in respect to the web presence environment.

- Provide policy and guidance pertaining to the operational integrity and security of all DON Web sites and URLs.

- Provide policy and guidance pertaining to the management of all content on DON access-restricted Web site environments.

- Provide and maintain the capability to register Web sites and associated URLs in the DON IM/IT investment portfolio via DADMS.

- Provide direction to the DON Deputy CIO (Navy) and DON Deputy CIO (Marine Corps) regarding the rationalization of DON unclassified access-restricted Web site and URL investments.

- Provide the DON Deputy CIO (Navy) and DON Deputy CIO (Marine Corps) a Web Site and Associated URL Reporting Template for purposes of reporting findings.

The DON Deputy CIO (Navy) and DON Deputy CIO (Marine Corps) for their respective Service shall:

- Report findings to DON CIO annually, no later than the 30th of September, via the Web Site and Associated URL Reporting Template.

- Ensure that all DON unclassified publicly accessible Web sites and associated URLs are hosted within an approved .mil De-militarized Zone (DMZ), or where appropriate, .gov domain environment. The only exceptions are those identified in reference (a) or those that have received a waiver.

- Notify the responsible Echelon II or Marine Expeditionary Force (MEF) level commander and Command Information Officer (IO) when a Web site is discovered to be non-compliant with this joint policy and other referenced policies.

- Ensure that an annual privacy assessment of publicly accessible Web sites is completed, as required by the Assistant Secretary of Defense (Networks and Information Integration) (ASD (NII)) to ensure compliance with Federal, DoD, and DON policy. All violations for publicly accessible Web sites will be provided to CHINFO and to CNO (DNS-36) per reference (d).

- Within three months of issuance of this policy, in conjunction with DON CIO, the DON Deputy CIO (Navy) and DON Deputy CIO (Marine Corps) will provide a Plan of Action and Milestones (POA&M) for the following deliverables:

  1. Develop a process that leverages the existing Functional Area Manager (FAM) initiative to centrally register all DON Web sites and associated URLs for placement into the DON IM/IT investment portfolio. The process must take into account the differences between the ashore, afloat, and tactical environments and must include the requirement for identifying additional data fields in DADMS, if necessary, for the mapping of URLs to the specific Web site investment.

  2. Ensure that all unclassified Web sites and associated URLs are registered in DADMS.

  3. Develop a process that allows for the consolidation, reduction, and rationalization of all DON unclassified Web sites and associated URLs. The process must take into account the differences between the ashore, afloat, and tactical environments.

  4. Develop a process for migrating or terminating Web sites and associated URLs not currently residing in an approved DON (i.e. .mil, navy.mil, usmc.mil) domain. The only exceptions are those identified in reference (a) or those that have received a waiver.

  5. Establish a Web site and URL Waiver Process in accordance with Federal, DoD, and DON standards per references (a) through (k).

  6. Develop a process to ensure all non-compliant unclassified Web sites, both public and assess-restricted, are inaccessible by 'navy.mil' and 'usmc.mil' until compliance measures are met.

  7. Ensure that all DON commands that maintain publicly accessible Web sites implement and administer a comprehensive Web site management process that contains the following:

     - Review and approval by the command's public affairs officer, in conjunction with command information assurance personnel, of all information on the command publicly accessible Web site for accuracy, Operational Security (OPSEC), and meets requirements set forth in references (a) through (k). Information not suitable for a publicly accessible Web site must be removed or placed on an access-restricted site.

     - Designation of a primary Web site manager. Contact information for the Web manager (e.g., email address) will be included in the command's home page. At a minimum, the Web manager shall:

(a) Have access to and be familiar with current applicable instructions, notices, ALNAVs, NAVADMINs, ALMARs, and MARADMINs regulating content of DON publicly accessible Web sites and shall be conversant in the provisions of these directives;

(b) Serve as principal point of contact on all matters pertaining to the administration of the publicly accessible Web site; and,

(c) Oversee the command's Web site and ensure compliance with current directives including monitoring the site to ensure unauthorized changes have not occurred.

The Chief of Information (CHINFO) and the U.S. Marine Corps Director of Public Affairs (DIRPA) shall:

- Develop and administer DON public affairs policies and procedures for all content on DON publicly accessible Web sites per references (a) and (b).

- Administer and maintain the official U.S. Navy publicly accessible Web site at www.navy.mil or the official U.S. Marine Corps publicly accessible Web site at www.marines.mil for the posting of appropriate U.S. Navy or Marine Corps level information and images.

- Maintain cognizance of the content of U.S. Navy or U.S. Marine Corps publicly accessible Web sites content as it pertains to the appropriateness of publicly accessible material.

The U.S. Marine Corps Director of Public Affairs (DIRPA) is responsible for implementation of DON public affairs policy and the development and administration of (USMC) public affairs policies and procedures per reference (c).

For Navy Public Affairs (PA) and/or Freedom of Information Act (FOIA) issues, CHINFO will coordinate with the Office of the General Counsel, the Office of the Judge Advocate General (Code 13), and/or the Chief of Naval Operations (CNO) office responsible for PA/FOIA policy.

For Marine Corps PA/FOIA issues, DIRPA will coordinate with the Counsel to the Commandant, the Staff Judge Advocate to the Commandant of the Marine Corps, and/or the Marine Corps FOIA office.

Definition of Terms

Web Sites

A Web site is a related collection of World Wide Web (WWW) files, beginning with a file called a home page, organized into a number of Web documents related to a common subject or set of subjects, typically with linked subordinate information with the intent of providing read only access to site relevant data and/or without being tied to business logic. The primary purpose of a Web site is the dissemination of information. Web sites can be dynamic, but usually do not meet a specific business or mission-related requirement. A Web site is not classified as a Web application simply because it has built-in search/retrieval tools or a site feedback mechanism. All content presented on DON Web pages is considered to be official. All Web sites/pages created by DON employees and/or contractors and containing information about the command/activity or part thereof are considered as official DON Web sites/pages. A publicly accessible Web site is one on which there are no access restrictions.

URL

All Web sites are referenced using a special addressing scheme called a Uniformed Resource Locator (URL) that has a specific Internet Protocol Address. A Web site can mean a single HTML file or hundreds of files placed on the Internet by an enterprise. Each Web site is identified by a unique URL root and maintained under that root as a single namespace or domain.

Publicly Accessible Website

A publicly accessible Web site is a collection of World Wide Web (WWW) files beginning with a homepage. It is organized into a number of Web documents for the purpose of disseminating information for public viewing without any authentication control mechanisms such as password or common access card (CAC).

Access-restricted Website

A Web site that provides access to any information that has not been reviewed and approved for release in accordance with DoD Directive 5230.9 and DoD Instruction 5230.29. Also an access restricted Web site is a collection of World Wide Web (WWW) files beginning with a homepage. It is a controlled access site organized into a number of Web documents for the purpose of disseminating information. The controlled access is accomplished through the use authentication mechanisms such as domain filtering, username/password and/or Common Access Card (CAC).