



DEPARTMENT OF THE NAVY
OFFICE OF THE SECRETARY
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SECNAVINST 5720.47B
CHINFO
28 December 2005

SECNAV INSTRUCTION 5720.47B

From: Secretary of the Navy
To: All Ships and Stations

Subj: DEPARTMENT OF THE NAVY POLICY FOR CONTENT OF PUBLICLY
ACCESSIBLE WORLD WIDE WEB SITES

Ref: (a) DoD Policy Memorandum "Web Site Administration,"
7 DEC 98, with updates
(b) SECNAVINST 5720.44A, "Department of the Navy Public
Affairs Policy and Regulations"
(c) SECNAVINST 5430.7N, "Assignment of Responsibilities
and Authorities in the Office of the Secretary of the
Navy"
(d) SECNAVINST 5211.5E, "Department of the Navy Privacy
Act (PA) Program"
(e) SECNAVINST 5720.42F, "Department of the Navy Freedom
of Information Act (FOIA) Program"
(f) SECNAVINST 5510.36, "Department of the Navy (DON)
Information Security Program (ISP) Regulation"
(g) SECNAVINST 5239.3A, "Department of the Navy
Information Assurance (IA) Policy"
(h) DoD Directive 5040.5 "Alteration of Official DoD
Imagery", 29 AUG 95
(i) 29 U.S. Code 794d (Section 508 of the Rehabilitation
Act) (NOTAL)
(j) OMB Memorandum M-05-04 of 17 DEC 04
(k) 44 U.S. Code 3501 (Paperwork Reduction Act)
(l) OMB Circular A-130 (Management of Federal Information
Resources)

Encl: (1) DON Publicly Accessible Web Site Policy and
Procedures

1. Purpose. To implement reference (a) within the Department of
the Navy (DON) and provide additional policies and procedures
governing the content of Department of the Navy publicly
accessible World Wide Web (WWW) sites.

2. Cancellation. SECNAVINST 5720.47A and ALNAV 65/04, DON
Policy for Publicly Accessible World Wide Web Sites.

3. Scope. This instruction applies to all DON activities and all publicly accessible DON Web sites designed, developed, procured, or managed by DON activities and/or by their contractors.

4. Background

a. The WWW is an extremely powerful public information tool, and its use, within these guidelines, is encouraged. This instruction assigns responsibilities and prescribes policies implementing reference (a) within the DON, to ensure appropriate use of the Web to provide public information to a global audience.

b. The management, including oversight, of all content on a publicly accessible Web site is a public affairs function.

c. The Web is specifically designed to be open and accessible to a global audience. While this global accessibility makes the Web a powerful public information tool and enhances productivity in the conduct of daily business, it also presents a potential risk to DON personnel, assets, and operations if inappropriate information is published on DON Web sites. Threats to the security of Navy and Marine Corps operations and the safety of DON personnel and their families come in the form of attacks on computer systems, terrorist attacks on units or personnel, and identity theft. The need to provide public information to the Navy's and Marine Corps' various audiences must be balanced with the need to protect operational security, privacy of information, information security, and personal safety.

d. The appearance, accuracy, currency, and relevance of the information presented by Navy and Marine Corps commands on their Web sites reflects on the DON's professional standards and credibility. Additionally, information residing on a Web server associated with a "navy.mil" or "marines.mil" domain is interpreted by the worldwide public, including the American taxpayer and media, as reflecting official Navy or Marine Corps policies or positions. Therefore, all information presented must be accurate, current, and in line with DON policies.

5. Definitions. Terms used in this instruction are defined in reference (a).

6. Policy. Reference (a) provides primary governing policy for all unclassified DoD WWW sites. Detailed policy on administration of publicly accessible WWW sites, in amplification of reference (a), is provided in enclosure (1).

7. Action

a. The DON Chief Information Officer (DONCIO) is responsible for providing Department-wide information management and information technology (IM/IT) policy and guidance.

b. The Chief of Information (CHINFO) is responsible for the development and administration of DON public affairs policies and procedures per reference (b). 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). Additionally, CHINFO and DIRPA each will:

(1) Administer and update the policy as set forth in this instruction.

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

(3) Maintain overall cognizance for U.S. Navy Web sites or U.S. Marine Corps Web sites content as it pertains to the appropriateness of publicly accessible material. This responsibility includes cognizance regarding Privacy Act (PA) and Freedom of Information Act (FOIA).

(a) For Navy PA/FOIA issues, CHINFO will coordinate, as appropriate, 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.

(b) For Marine PA/FOIA issues, DIRPA will coordinate, as appropriate, with the Counsel to the Commandant, the Staff Judge Advocate (SJA) to Commandant Marine Corps (JAR), and/or the Marine Corps FOIA office.

c. Commander Naval Network Warfare Command (NETWARCOM) and United States Marine Corps, Director, Command, Control, Communications, and Computers and Marine Corps CIO (C4/CIO) are responsible for establishing procedures to ensure operational

integrity and security of the computers and networks supporting DON Web sites. Additionally, NETWARCOM and (C4/CIO) each will:

(1) Conduct assessments of U.S. Navy or U.S. Marine Corps Web sites at least annually as required by Assistant Secretary of Defense (Command, Control, Communications and Intelligence) (C3I) to ensure compliance with information assurance and security policy requirements.

(2) Notify the responsible Echelon II or Marine Expeditionary Force (MEF) level commander when a site is discovered to be non-compliant to ensure the site is either removed from the WWW or brought into compliance.

(3) Maintain overall cognizance for questions about U.S. Navy or U.S. Marine Corps Web sites as they pertain to the security of computer operations or classified information.

(4) Establish and maintain a central Web site registration system for all U.S. Navy commands in accordance with reference (a). A Marine Corps Web site registration system will be established by DIRPA and coordinated with (C4/CIO) for Corps-wide compliance and review.

(5) Establish a mechanism for receiving and reviewing all requests for U.S. Navy or U.S. Marine Corps waivers to provisions of this policy relating to security of computer operations. Waivers will be considered based on provisions of current law and directives. Requests for waivers will be submitted via the chain of command.

d. DON commands and activities that maintain publicly accessible Web sites will implement and administer a comprehensive Web site management program under this instruction. They shall:

(1) Ensure all information currently residing on the command/activity Web site is reviewed by the command/activity public affairs representative, is accurate, and is appropriate for viewing by a worldwide audience, friend and foe alike. Information not suitable for a publicly accessible Web site must either be removed or placed on a restricted-access site. Per Assistant Secretary of Defense (ASD) C3I guidance, domain restriction alone is not sufficient.

(2) Develop local procedures for the approval of information posted on command/activity publicly accessible Web sites. At a minimum, this process shall include review by the

command's public affairs officer, in conjunction with command information assurance personnel, or those at the next appropriate level in the chain of command, to ensure posted information meets requirements set forth in references (a) through (j) and this instruction.

(3) Designate, in writing, a primary Web site manager, who may be known as the Webmaster. Contact information for the Web manager (e.g., email address) will be included in the command's "home page" source code. 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 administration of the publicly accessible Web site.

(c) Oversee the command's Web site and ensure compliance with current directives. Oversight includes monitoring the site as often as possible to ensure no unauthorized changes have occurred.

(d) Navy Web sites must register the site with Navy Web Site Registration System (NWSRS) at <https://www.fiwc.navy.mil/operations/wra/forms/websitereg.shtml>. Registration with NWSRS will automatically register the site with the Government Information Locator Service (GILS) as required by Public Law 104-13. Commands will review and update their registration on a yearly basis or whenever there is a change in any of the registration data fields.

(e) Marine Corps Web sites must register the site with the Marine Corps Site Registration database. The database can be accessed online at www.marines.mil/siteregistration. Commands will review and update their registration annually or whenever there is a change in any of the registration data fields.

(f) Provide training for activity/command personnel on the provisions of reference (a) and this instruction.

e. Compliance with this instruction will be part of the command inspection program at each level within the chain of

command. Reviews of subordinate commands' sites will be made annually. Content violations will be reported immediately to CHINFO.

A handwritten signature in black ink, appearing to read 'Dionel M. Aviles', with a long horizontal flourish extending to the right.

Dionel M. Aviles
Under Secretary of the Navy

Distribution:
Electronic only via Navy Directives Web site
<http://neds.daps.dla.mil>

DON WEB SITE ADMINISTRATION**PUBLICLY ACCESSIBLE WEB SITE POLICY & PROCEDURES**

1. Authority. The establishment of a command Web site on the publicly accessible WWW remains a command prerogative, consistent with other leadership responsibilities for public communication.

a. All DON Web sites must have a clearly articulated purpose, approved by the commander, and supporting the command's/activity's core competency mission.

b. Only unclassified material that is approved for public release may appear on a publicly accessible Web site.

c. All Web sites published by or under the aegis of Navy/Marine Corps commands are considered official sites and remain subject to this instruction and reference (a).

d. All Department of the Navy Web sites will reside in a "navy.mil" or "marines.mil" domain except as follows:

(1) Institutions of higher education, specifically the United States Naval Academy, the Naval War College, and the Naval Post Graduate School, and the Marine Corps Command and Staff College may reside in an ".edu" domain.

(2) Web sites for Navy Recruiting and for Marine Corps Recruiting may reside on a ".com" domain.

(3) Electronic commerce or electronic business (eBusiness) Web sites operated for the Navy Exchange Command may reside on a ".com" domain.

e. Publicly accessible Web sites are limited to the command level, i.e. - to that organization with one or more Unit Identification Codes. No separate Web sites will be established for any entity below the command (or command equivalent) level. For example, there shall be no departmental or divisional Web sites external to the command's Web site. These departmental/divisional/office pages will reside within the command's Web site. DON-wide special programs (i.e. FOIA, Privacy Act, and others) are exempted from this requirement and may be stand-alone Web sites (i.e. - www.specialprogram.navy.mil). Approval for these special program Web sites must be submitted via the chain of command to the Chief of Information (ATTN: OI-6).

f. Electronic commerce or electronic business (eBusiness) Web sites operated by Navy systems commands and the Marine Corps equivalents are exempted from the provisions of para. c above. However, these sites must be restricted to commerce or eBusiness and are not to be used as public information sites.

g. A designation of "Unofficial" is not recognized for DON Web sites. Any Web site created by any entity of the DON, including those done under any contract or agreement for any entity of the DON, constitutes an official Web site and is subject to this instruction.

2. Administration

a. All DON Web sites must be protected from modification on systems exposed to public networks in accordance with references (f) and (g).

b. All command/activity home pages -- the logical entry point of the command/activity Web site -- must contain, at a minimum, the following:

(1) Full organizational name and official postal mailing address.

(2) A statement that the site is an official U.S. Navy or U.S. Marine Corps Web site.

(3) A prominently displayed hypertext link to a tailored Privacy Policy on the home page. All references to the Privacy Policy shall state: "Please read our Privacy Policy notice." Overt warning signs or other graphics such as the "skull and crossbones" or "cloak and dagger," or wording indicating danger or warning are specifically forbidden. The format and content of the tailored Privacy Policy notice will be based on that contain in reference (a), Part V, paragraph 4.

c. In accordance with reference (j), all DON Web publicly accessible Web sites will provide accessibility to all U.S. citizens, including persons with disabilities. This is not intended to permit open public access to those sites behind any security scheme, but those sites must be accessible to authorized persons who might also have disabilities.

d. Command Web sites shall contain links to the following sites on the home or welcome page:

(1) The official Navy's Web site and/or the Marine Corps' Web site at <http://www.navy.mil> and <http://www.marines.mil>.

(2) The parent command, or Immediate Superior In Command (ISIC), home page where applicable.

(3) The Navy and/or Marine Corps recruiting sites at <http://www.navy.com> and <http://www.marines.com>.

(4) The Navy or Marine Corps official Freedom of Information sites as appropriate.

3. Content

a. All information, graphics, and photos posted on publicly accessible DON Web Sites must be carefully reviewed to ensure they meet the standards and requirements as published herein, including Operations Security (OPSEC) considerations.

b. Photography.

(1) Photos may not be altered in any way. Standard photographic practices of cropping, sizing, dodging, or burning are not considered alteration. Reference (h) applies.

(2) All Navy photos posted to any Navy command Web site will also be provided to the Navy Office of Information, Visual News Service, at navyvisualnews@navy.mil. The Visual News Service is the official release authority to the international and national media. Marine Corps photos posted online will be provided to the Marine Corps image archive via the Marine Corps Public Affairs Intranet at <http://www.marine.mil/panet>.

c. In addition to the requirements of reference (a), all DON Web sites shall:

(1) be presented in a manner reflecting the professionalism of the DON;

(2) comply with the Privacy and Freedom of Information Acts, references (d) and (e) respectively.

(3) contain only "approved for release" general information suitable for viewing by anyone any place in the world, friend and foe alike.

(4) contain only those images which support the overall mission of the Web site. Images with captioning will only have caption information suitable for viewing by worldwide audience, both internal and external. Images of personnel will not contain

personal information other than name, rank/rate, and duty station.

(5) be current, accurate and factual, and reflect only information for which the publishing command has release authority.

d. Specific Web site restrictions include:

(1) Web sites shall not include classified material, "For Official Use Only" information, proprietary information, or information that could enable the recipient to infer this type of information. This includes, but is not limited to, lessons learned or maps with specific locations of sensitive units, ship battle orders, threat condition profiles, etc., activities or information relating to ongoing criminal investigations into terrorist acts, force protection levels, specific force protection measures being taken or number of personnel involved, Plans of the Day, or Plans of the Month. When it is necessary to gain release authority from a senior in the chain of command, subordinate commands will submit material for clearance only after it has been reviewed and necessary amendments made to the fullest capability of the submitting command.

(2) Web sites shall not identify family members of DON personnel in any way, including in photos or photo captions, except for the spouses of senior leadership who are participating in public events such as ship namings, commissionings, etc. Furthermore, family member information will not be included in any online biographies.

(3) Web sites shall not contain any written information or display any logo indicating the Web site is best viewed with any specific Web browser(s); or, that the Web site has been selected as a recommended or featured site by any organization; or, point to any particular search engines or recommend any commercial software. Web sites developed and/or maintained by contractors may not include the contractor's name nor may they link to the contractor's Web site.

(a) Web sites shall not provide commercial software or links to commercial software except in those cases where the software is unique and required for viewing documents provided within the Web site's purpose. An example is Adobe Acrobat required to read Portable Document Files (.PDF) used for viewing documents that must be presented in an unalterable form. In these cases, only a text link directly to the vendors download web page is permitted. There will be no use of corporate logos.

(4) Web sites shall not display any logos or graphics for events, issues, or commemorations unless that event, issue, or commemoration is command sponsored (i.e., a command event), or is approved by the Secretary of the Navy if that event, issue, or commemoration is national in scope. Examples of approved events, issues, or commemorations that are national in scope include, but are not limited to, Navy or Marine Corps birthdays, POW/MIA Day, and Federal secular holidays.

(5) Web sites shall not display any commercial page counters.

(6) Web sites shall not contain any material that is copyrighted or under trademark without the written permission of the copyright or trademark holder. The material must relate directly to the command's primary mission. Works prepared by DON personnel as part of their official duties and posted to the command Web site may not be copyrighted, nor may the Web site itself be copyrighted.

(7) Web sites shall not display personnel lists, "roster boards," organizational charts, or command staff directories which show individuals' names, individuals' phone numbers or e-mail addresses which contain the individual's name.

(a) General telephone numbers and non-personalized e-mail addresses for commonly-requested resources, services, and contacts, without individuals' names, are acceptable.

(b) The names, telephone numbers, and personalized, official e-mail addresses of command/activity public affairs personnel and/or those designated by the commander as command spokespersons may be included in otherwise non-personalized directories, etc.

(c) If deemed by the commander as a best business practice, the Navy Personnel Command or the Marine Corps Manpower and Reserve Affairs may post names and official e-mail addresses of detailers/monitors. Naval Medical Centers and Naval Hospitals may also post names and official e-mail addresses of primary care providers and Patient Affairs representatives.

(8) Biographies of flag officers, commanders, commanding officers, officers in command, executive officers or deputies, the civilian equivalents of those officers just listed, and command master chief petty officers or Marine Corps master gunnery sergeants or sergeants major may be posted to

command/activity Web sites. However, biographies published on publicly accessible Web sites will not include date of birth, current residential location, nor any information about family members.

(a) Naval Medical Centers and Naval Hospitals may also post names, portraits and official e-mail addresses of primary care managers, i.e., those who see patients. In each case, the portraits, head and shoulders, may not be larger than 200 pixels in width.

(b) Because of the unique community relations nature of the missions of the U.S. Navy Flight Demonstration Squadron, the U.S. Navy and Marine Bands and their component units, and Fleet bands, portraits and biographies of the command/unit members are permitted, providing such biographies are in compliance with other sections of this instruction. In each case, the portraits, head and shoulders, may not be larger than 200 pixels in width.

(9) To avoid the appearance of official endorsement, Web sites will not link to non-government, commercial-entity sites except as follows:

(a) The U.S. Navy and U.S. Marine Corps official Web sites (<http://www.navy.mil> and <http://www.marines.mil>) may link to Federally chartered, military-related organizations. Commands desiring to link to military-related organizations' Web sites will do so only by linking to the appropriate pages on the U.S. Navy or U.S. Marine Corps official Web sites.

(b) Links to appropriate private sector non-commercial sites by the Bureau of Medicine or by the Chief of Chaplains may be made for purposes of additional educational resources, provided those links support the command's core mission and avoid the appearance of official endorsement.

(c) Linking disclaimers will not be used when linking to the Web site of a local, state, or Federal government entity.

(d) As part of the command's family support function, Web sites of bases, air stations, or equivalent commands may link to local Chambers of Commerce (or overseas equivalents) and local government agencies. Tenant commands will link to the base Web site to provide access to these external links.

(i) Links to weather services may only be made to the appropriate Navy Meteorology and Oceanography Center or to the National Weather Service of the National Oceanographic and Atmospheric Administration (NOAA).

(e) Links will not be made to the home pages of Web sites of private sector news media, magazines, publishers, or radio or television stations.

(f) Echelon 2 acquisition commands may link to Web pages of partners in industry provided those Web pages pertain solely and directly to a command program and those links do not constitute nor appear to constitute an endorsement of that partner and/or its products or services. Links may not be made to the partner's main corporate Web site.

(g) Publicly accessible Web sites shall not provide links to content beyond the established access point to restricted sites, so as to not reveal the internal structure.

(10) Web sites using frames should not link to any external content within the window of a frame nor shall any Web site prohibit -- through the use of coding -- the visitor to return to a previously visited Web site (i.e., curtailing the use of the "back" button on the browser).

(11) No materials or services may be advertised for sale or be sold via a command Web site. This includes command memorabilia, ball caps, etc.

(12) Morale, Welfare, and Recreation (MWR) activities are an integral part of nearly every DON command/activity and therefore should have a presence on the command's Web site. This presence shall only contain general information regarding the command MWR program such as patron eligibility, services offered, location of offices, telephone numbers, and hours of operation. Commercial sponsorship or advertisements shall not be displayed on publicly accessible MWR Web pages.

(13) Information from other military Web sites shall not be duplicated but may be referenced or otherwise linked.

4. Exceptions

a. Educational mission. In instances where the mission of the command includes an educational mission, and where unclassified dissertations or professional papers may be

published to the Web for the purpose of peer review, the following disclaimer for exchange of professional information and ideas among scientists, physicians, or educators, must be displayed:

"Material contained herein is made available for the purpose of peer review and discussion and does not necessarily reflect the views of the Department of the Navy or the Department of Defense."

b. Recruiting mission. Navy and Marine Corps Recruiting Web sites reside on ".com" domains. These sites may establish procedures for posting and collecting information which differ from all other DON commands/activities, to include advertising their sites on commercial employment opportunity sites. Exceptions to reference (a) must be coordinated through the chain of command as delineated herein and in accordance with reference (a).

5. Interactivity. DON commands/activities may maintain interactive Web sites to the extent that they allow visitors the ability to query the command via electronic mail (e-mail). Commands/activities are cautioned that establishing and maintaining this interactivity can be extremely labor-intensive.

a. DON commands may not operate unmoderated news groups, bulletin boards, or any other unrestricted access posting services. This specifically prohibits a publicly accessible, interactive site that supports automatic posting of information submitted by personnel other than those authorized by the command to post information. Some Web logs (blogs) may fall into this category. This does not, however, prohibit the command from posting frequent messages from the commanding officer or messages from the command's constituents. There is also no prohibition on blogs operated by individual members as private citizens. The DON recognizes the value of this communication channel in posting current information and supporting the morale of personnel, their family and friends. As long as personnel adhere to specific restrictions on content, the DON encourages the use of blogs and recognizes this free flow of information contributes to legitimate transparency of the DON to the American public whom we serve.

b. Public queries for information should be linked/directed to the site web manager or public affairs office. Queries should be handled consistent with other written requests for information. Responses shall discuss only those issues within the command's cognizance and shall not violate the release of information provisions of references (d) through (g).

c. Commands may link to the U.S. Navy's "Frequently Asked Questions" page on the official U.S. Navy Web site at <http://www.navy.mil>. Questions concerning the U.S. Navy or the U.S. Marine Corps as a whole shall also be directed to <http://www.navy.mil> or <http://www.marines.mil>, as appropriate.

d. Commands should consider the technical capabilities and needs of their respective audiences when developing the command's Web site. The Information Technology Standards Guide (ITSG) available at <http://www.don-imit.navy.mil/> provides guidance for developing a user-friendly Web site.

6. **Collection of Personal Data.** Command Web sites shall not collect any personal data (name, address, phone number, etc.) about a visitor. Network identification and Internet protocol addresses are not considered personal data.

a. The use of persistent cookies or any persistent identification element is prohibited on publicly accessible Web sites unless all of the following four conditions are met:

(1) The site provides clear and conspicuous notice of the use of cookies and a description of the safeguards for handling the information collected from the cookies,

(2) There is a compelling need to gather the data on the site,

(3) Appropriate and publicly disclosed privacy safeguards exist for handling any information derived from the cookies; and

(4) The Secretary of Defense approves the use of persistent cookies. Requests for approval to use persistent cookies on public Web sites should be submitted to DON CIO at least 90 days prior to operational requirement date, via the appropriate chain of command. The request shall describe the need and the safeguards to be used to protect data, provide an explanation of why other technical approaches are inadequate, and include a copy of the privacy advisory proposed for use.

b. Web Bugs (i.e. tiny and/or invisible graphics on Web pages linked to third-party advertising, marketing, or eavesdropping entities or the like) and other automated means of collecting personally-identifying information without the express permission of the user requires the same approvals as described in paragraph 5d (above).

c. The Paperwork Reduction Act of 1995 (PRA) (reference (k)) requires that the collection of information from the public be approved by the Office of Management and Budget (OMB) under certain circumstances.

(1) In accordance with reference (1), surveys requesting identical information from ten or more members of the public, including DoD/DON contractors, must be approved by OMB. Approval must be obtained for surveys using check box, radio button, or text form fields. Commands requesting approval from OMB must submit an official letter via the appropriate chain of command, including CHINFO (OPNAV 09C), to the Office of Management and Budget and must include justification for the proposed survey.

(2) An open-ended offer for visitors to provide comments via a feedback "mailto" to the web manager does not require OMB approval. However, a clear statement as to the use of this information and to how long it may be retained must be incorporated in the privacy and security notice with a link to that notice.