

CHAPTER 7

DEPARTMENTAL WEB POLICY

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7.001 Purpose

This chapter establishes policies and responsibilities for creating, managing and maintaining the Department's Web sites for audiences both internal to and external of DOT.

7.002 Scope

This policy applies to all DOT Internet and Intranet Web sites. Departmental organizations may issue additional policies, instructions and/or guidance as necessary, provided they comply with existing laws, regulations and Departmental policies and procedures.

7.003 References

An extensive list of relevant laws, Executive Orders, Presidential Memoranda, Office of Management and Budget (OMB) Circulars and Memoranda and other guidance is in [Appendix A](#).

7.004 Definitions

- **Departmental organizations** are offices within the Office of the Secretary (OST), Operating Administrations (OAs) and comparable elements of DOT.
- **Departmental Chief Information Officer (CIO)**. The Departmental CIO is the senior management official responsible for the DOT Internet and Intranet Policy.
- **Dissemination** means the government initiated distribution of information to the public.
- **Embedded Object** is an object, of a media type including graphics.
- **Home Page** is the top-level or main World Wide Web (WWW or "Web") page for an organization, business, subject, person, etc. It is commonly the first page displayed when connecting to a Web site, but may also refer to the introductory page for a collection of Web pages.

- **Federal Public Web Sites** (or “Internet”) are accessed by ten or more individuals who are not federal government employees or contractors. The existence or absence of password protection for a Web site does not affect its status as public or nonpublic.
- **Information dissemination product** means any book, paper, map, machine-readable material, audiovisual production, or other documentary material, regardless of physical form or characteristic, disseminated by an agency to the public.
- **Machine-readable Privacy Policy** is a statement about site privacy practices written in a standard computer language (not English text) that can be read automatically by a Web browser.
- **Non-public Web Sites** (or “Intranet”) contain information for and are accessible by DOT employees and contractors only.
- **Persistent Cookies** are stored on a user’s hard drive until they expire or the user deletes the cookies. Persistent cookies are set with an expiration date that could effectively keep the cookie on a computer permanently.
- **Session Cookie** is a cookie that is stored in temporary memory and is not retained after the browser is closed. They typically will store information in the form of a session identification that does not personally identify the user.
- **Web Manager** is the individual designated by the Head of the OA as responsible for the OA’s Web site, as well as communications with the Departmental CIO’s office. This individual may delegate these responsibilities, as appropriate.
- **Web Page** is a document on the Web identified by a unique URL (uniform resource locator), which is the global address of 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 a book.
- **Web Site Content Owner** is the individual charged with developing and providing the content for a specific page or set of pages.

7.005 Goals

DOT Web sites are designed, managed and maintained to

- A. Support the DOT mission and programs and help accomplish strategic goals and objectives.
- B. Provide information and services to the public and DOT staff.
- C. Represent the Department accurately and effectively.

- D. Improve the efficiency and effectiveness of DOT communications and business processes.
- E. Foster internal communication on policies and procedural matters for DOT employees, as well as provide information and tools.

7.006 Policy

The Internet and Intranet are to be used to deliver information and services efficiently and effectively and conduct business electronically. Every effort shall be made to maximize the quality, integrity, and utility of information, while protecting privacy and security.

I. General

- A. The DOT Internet homepage (www.dot.gov) is the Department's "face to the world." The primary audience is people outside DOT: the public; DOT's current and potential business partners; and other government departments and agencies at the federal, state and local level.
- B. The Department also maintains an Intranet called DOTnet (<http://dotnet.dot.gov>) for internal communications. Its audience is DOT employees and contractors. DOTnet is a management tool to foster communications on policy and procedural matters, serve as a clearinghouse of job-related information and conduct internal business. When building a Departmental Web site, be sure to follow the established DOT Web Compliance Checklist ([Appendix B](#)).
- C. Departmental organizations other than the Office of the Secretary (OST) may establish Internet and Intranet Web sites consistent with DOT policies. To ensure information available on all DOT sites is consistent and fosters DOT's mission, each Internet homepage shall link to the DOT homepage. Similarly, each Intranet homepage shall link to DOTnet.
- D. Departmental Organizations within the Office of the Secretary (OST) may create Internet sites, which shall link to the DOT Internet homepage. OST offices may not create individual Intranet sites and will use DOTnet. For the purposes of this specific policy, OIG is not considered part of OST.

II. Use of Internet Resources

- A. DOT provides access to the Internet as a management tool primarily used for official, mission-related DOT business. Limited incidental personal use that is not illegal, harassing, discriminatory or obscene is permitted. Use in violation of this policy can be the basis for disciplinary action, up to and including termination or judicial sanction.
- B. DOT staff may not create or link to personal home pages depicted as official DOT pages.
- C. Web sites for groups or organizations not part of DOT's official organizational structure may not be created and stored using DOT equipment without the approval of the designated Web Manager, or, for OST offices, the Departmental CIO.

- D. Endorsements of specific products or services, commercial sponsorships or advertisements may not appear on DOT Web sites available to the public, including sites hosted by private contractors.

III. Development Standards for all DOT Web Sites (Internet AND Intranet)

A. Register new Web sites

Web Liaisons shall develop a process to register new Web sites with the Office of the CIO. Web Liaisons for OAs with many Web sites may register groups of sites at the same time with the OCIO at regular intervals, but no less frequently than on a quarterly basis.

B. Use the correct domain

DOT Web sites shall use a “.gov” domain unless the Departmental organization head determines another domain is necessary. Exceptions require the approval of the Secretary of Transportation

C. Consider if a Privacy Impact Assessment is necessary

1. A PIA is needed for new or significantly changed technology that collects personal information, including new collections of data from Web sites.
2. Departmental organizations that wish to begin collecting additional information on their Web sites shall contact their Privacy Officer to determine if a PIA needs to be developed.

D. Make the Web site accessible to people with disabilities

Section 508 of the Rehabilitation Act requires all new or substantially revised DOT Web sites to be accessible by people with disabilities.



All DOT Web sites shall comply with Section 508 requirements in Chapter 2 of the DIRMM, “Electronic and Information Technology Policy and Guidance.”



All DOT Web sites, both Internet and Intranet, shall comply with the technical requirements of Section 508, developed by the U.S. Access Board

E. Consider data quality

1. Information posted on all new or revised DOT Web sites shall maximize the quality, objectivity, utility, and integrity of information.
2. Review each Web site no less than annually to ensure the information presented on the site is accurate and up-to-date.
3. The date of the page’s last update shall be included on each Web page or document.

F. Ensure the site has adequate security

DOT Web sites shall have security safeguards and management controls in place to ensure:

- A. Information posted and collected on the Web is resistant to tampering;
- B. Information posted and collected on the Web remains accurate;
- C. Information collected on the Internet remains confidential, as necessary;
- D. Information and services are available on the Web as intended; and
- E. Sensitive personal information is protected from unauthorized disclosure.



DOT Web sites shall comply with the security policies located in Chapter 10 of the DIRMM, "IT Security." (Under development)

IV. Additional development standards for DOT public Web sites (Internet only)

A. Post links to the Privacy Policy

- 1. All DOT public Web sites shall post an accurate privacy policy, even if those sites do not collect any personal information.
- 2. A link to the privacy policy shall be displayed on
 - A. The home page.
 - B. Other major entry points to the Web sites.
 - C. Any page where substantial personal information is collected.
- 3. The term "Privacy Policy" shall be used to title and link to the policy describing personal information practices.



Policies on Web privacy, including privacy policy content requirements, are in Chapter 8 of the DIRMM, "Privacy Protection."

B. Provide a machine-readable version of the privacy policy

Departmental organizations shall develop a timetable for translating their privacy policies into machine-readable format, including milestones to show the organization's progress. This timetable shall be submitted as part of the annual reports to OMB.

C. Comply with information collection standards

- 1. All Web site forms shall comply with the Privacy Act and the Paperwork Reduction Act. Forms that collect personal information from ten or more non-employee individuals shall be approved by OMB and include an OMB control number and burden statements.

2. Invisible embedded objects are prohibited on DOT public Web sites. The presence of these objects is in conflict with DOT policy and will result in a finding in the annual Compliance Review process for privacy.
3. Click stream data

The DOT privacy policy states that Web sites automatically collect the type of computer, browser, Web service, as well as the date, time, and pages visited. No other information is to be automatically collected from Web visitors so that all pages remain in compliance with DOT's stated Privacy Policy.

4. Cookies

A. Session cookies are permitted on DOT Web sites. Their presence and what information they collect shall be disclosed in the privacy policy.

B. Persistent cookies are prohibited unless:

- i Users are notified about them in the privacy policy;
- ii There is a compelling need for their use;
- iii Appropriate privacy safeguards for handling of information derived from cookies are in place and are publicly disclosed; and
- iv Written approval to use persistent cookies is granted by the Secretary of Transportation, through the CIO's office. The request shall come from the head of the Operating Administration and include:
 - a) Written justification that there is a compelling need to gather the data on the site;
 - b) A demonstration that appropriate and publicly disclosed privacy safeguards for handling of information derived from cookies exist; and
 - c) A description of how clear and conspicuous notice will be provided for persistent cookies.

D. Make the Web site accessible to individuals with limited English proficiency

DOT public Web sites shall comply with [Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency](http://www.englishfirst.org/13166/eo13166.html) (at <http://www.englishfirst.org/13166/eo13166.html>), which requires meaningful access to services consistent with, and without unduly burdening, the fundamental mission of the agency.

E. Include e-mail contact information and respond to email requests

1. On each Web page or document, or within the Web site's frame, include an e-mail address and/or a designated point of contact that can provide additional information on the page's topic.

2. E-mail received from DOT Web visitors shall 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 will be held accountable via performance standards for responding in a timely and accurate manner.
 - A. Responses are not required for e-mails that can reasonably be determined to be SPAM or other solicitations.
 - B. Employees receiving e-mails requesting information that could be helpful to terrorists shall advise their supervisors, who shall decide whether to inform the OA's security coordinator (who in turn may decide to alert OST's Office of Intelligence, Security and Emergency Response (S-60)).

F. Review links for appropriateness

1. Linking to non-government Web sites shall follow the established DOT Linking Policy (See [Appendix C](#)), which strictly limits posting links to those that support the OA's mission and are required for the Web visitor to utilize the Web site's function.
 - A. OAs may develop their own Linking Policies to use in place of the DOT Linking Policy, provided the policy complies with the requirements of OMB Memorandum 05-04.
 - B. OAs shall establish policies and procedures to document a business case for each non-government link present on their OA's Web sites and submit to the Departmental Office of the CIO. Business cases shall consist of a single document that includes:
 - i The URL being linked to;
 - ii The name of the organization being linked to;
 - iii The DOT Web page or collection of pages that the link resides on; and
 - iv A description of how the link supports the service the Web site provides to the public and the agency's overall mission.
 - v Measures taken to be reasonably sure the information on the external site is accurate and useful.
2. Links both within and external to the site shall be regularly reviewed on no less than quarterly to ensure:
 - A. The link continues to work;
 - B. The link remains pertinent to the site's function;
 - C. The link is being used as intended by Web visitors; and

- D. The presentation and location of the link continues to add value to the Web site.
3. When using a link to a non-government Web site, (anything other than a federal, state or local government Web site), an “interceptor” page containing the following standard notice shall be used:

“DOT Web sites have many links to other organizations, such as educational institutions and non-profit associations. We offer these links for your use in accessing transportation-related information; however, the privacy policy stated on DOT Web sites is not the same as those on other Web sites. DOT has policies in place to review linked content regularly for accuracy and usefulness. Linking to a Web site does not constitute an endorsement by DOT or any of its employees of the sponsors of the site or the products presented on the site.”

G. Provide links to important and OMB required information

1. All links to important information required by OMB and this policy shall be located on one page, titled ‘Web Policies’ or something similar, linked to from the home page and all other known major entry points to the Web site.

A. The following informational links are required on all Federal public Web sites:

- i The DOT or OA linking policy.
- ii The strategic plan and annual performance plans for the OA
- iii Descriptions of the organizational structure, mission and statutory authority
- iv How to make a request under the Freedom of Information Act
- v An individual to contact to obtain information in alternative accessible formats under Section 508
- vi The privacy policy for the Web site
- vii USA.gov
- viii A summary of statistical data about equal employment opportunity complaints that have been filed
- ix Written notification of “Whistleblower” rights and protections under the No Fear Act of 2002. DOT’s link on this information is located here:
<http://www.dotcr.ost.dot.gov/asp/nofear.asp>.
- x The point of contact for small businesses, required by the Small Business Paperwork Reduction Act of 2002
- xi Other cross-government portals or links as required by law or policy

2. Information about DOT program policies and procedures shall 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.

H. Provide a search function

1. The home page and other entry points to the Web site shall provide a search function present that
 - A. Permits searching of and within all files intended for public use on the Web site;
 - B. Displays search results in order of relevancy to the search criteria; and
 - C. Provides response times approximately equivalent to industry best practices.
2. Search results shall be provided in an industry standard format that allows users to aggregate, disaggregate or otherwise manipulate and analyze the data for their needs
3. DOT Google may be used by OAs for their Web site(s) search function.
4. In limited circumstances, such as for small Web sites, site maps or subject indexes may be used if they are more effective than a search function in locating the correct information quickly

I. Post an inventory of information to be published on the Web site

1. Each OA shall post an inventory of information currently published on the Web site and a schedule of information that will be made available in the future.
2. Post inventories and schedules on the Web Policies page, along with links to important information. Provide a link to this page on the Web site's home page and other major entry points.
3. Inventories and prioritized schedules of information distributed to the public shall be included as part of DOT's annual E-Government Act report submitted to OMB.
4. Changes to the schedule shall be posted to the Web site immediately and included in DOT's annual E-Government report submitted to OMB.

J. Comply with COPPA

DOT Web sites that have a portion of the site designed for or attractive to children or collect age in a portion designed for the general public shall comply with the Children's Online Privacy Protection Act (COPPA).

7.007 Web Records Retention

Policies for records management, including those for Web records, are located in the DIRMM, Chapter 9, "Departmental Records Management Program."

7.008 Responsibilities

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

I. Departmental CIO is responsible for

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

II. Heads of Operating Administrations are responsible for

- A. Designating a single, high-level point of contact to serve as Web Manager of their respective organization. The designated Web Manager shall be at a level in the organization high enough to manage Web initiatives throughout the organization.
- B. Establishing policies and procedures to implement all applicable policies, laws, regulations and guidance.
- C. Provide for adequate management oversight of the Web sites created by their respective organizations.
- D. Establishing procedures to provide for an annual certification to the respective Departmental organization's CIO that all Web sites comply with DOT Departmental Privacy Policy.

III. Operating Administration Privacy Officers are responsible for

- A. Reviewing public Web pages for compliance with Section 208 of the E-Government Act of 2002.
- B. Reviewing all Web sites that collect personal information for compliance with the Privacy Act of 1974 and, if appropriate, COPPA.
- C. Informing Departmental Privacy Officer of new public Web pages that collect personal information.

IV. Web Managers are responsible for

- A. Establishing policies and procedures to implement DOT and OA Web policies.
- B. Making day-to-day decisions about Internet site development and maintenance, content, consistency, linkage with other DOT Internet sites, infrastructure investments and technical operations.
- C. Approving Web sites utilizing DOT equipment that are not part of DOT's official organizational structure.
- D. Designating a Web Liaison responsible for communications with the Departmental CIO, specifically the registration of new Web sites.

- E. Adhering to this policy when developing, maintaining and operating DOT internal and external Web sites.
- F. Adhering to the Secure Baseline Web Application Development Standards when creating Web applications.
- G. Ensuring Web sites comply with 508 technical standards and all applicable privacy and security laws, regulations and OMB requirements.
- H. Reviewing external links no less than quarterly to ensure the links continue to work, are pertinent to the Web site's function and add value, and are used as intended by Web visitors.
- I. Implementing DOT's Linking Policy or establishing an agency linking policy that complies with OMB Memorandum 05-04.

7.009 Appendix A

References

References

- [Children's Online Privacy Protection Act of 1998](#)
- [Computer Fraud and Abuse Act of 1986](#)
- [Computer Security Act of 1987](#)
- [Electronic Communications Privacy Act of 1986](#)
- [Electronic Signatures in Global and National Commerce Act](#)
- [Federal Advisory Committee Act](#)
- [Federal Records Act of 1950](#)
- [Freedom of Information Act 1991 and amendments](#)
- [Government Paperwork Elimination Act of 1999](#)
- [Paperwork Reduction Act of 1995](#)
- [Privacy Act of 1974, as Amended](#)
- [The 1998 Amendments to the Rehabilitation Act of 1973 \(Section 508\)](#)
- [Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency](#)
- [Public Law 107-347, Dec. 17, 2002, The E-Government Act of 2002](#)

Executive Orders

- [Executive Order 13103, Computer Software Piracy](#)
- [Executive Orders 12674 and 12731 Principles of Ethical Conduct of Government Officers and Employees](#)
- [5 CFR Part 2635, Standards of Ethical Conduct for Employees of the Executive Branch](#)
- [5 CFR Chapter L and 49 CFR Part 99, Supplemental Standards of Ethical Conduct for Employees of the Department of Transportation,](#)
- [Executive Order 13166, Improving Access to Services for People with Limited English Proficiency](#)

Presidential Memoranda

- [Electronic Commerce \(July 1, 1997\)](#)
- [Electronic Commerce Successes and Further Work \(November 30, 1998\)](#)
- [Electronic Government \(December 17, 1999\)](#)
- [Use of Information Technology to Improve Our Society \(December 17, 1999\)](#)
- [Privacy and Personal Information \(May 14, 1998\)](#)
- [Action by Federal Agencies to Safeguard Against Internet Attacks \(March 3, 2000\)](#)

Office of Management and Budget (OMB) Circulars

- [OMB Circular A-130, Management of Federal Information Resources](#)

OMB Memoranda

- [Implementation of the Government Paperwork Elimination Act](#)
- [Guidance on Implementing the Electronic Signatures in Global and National Commerce Act](#)
- [Guidelines for Implementing the Executive Order on Computer Software Piracy](#)
- [Privacy Policies and Data Collection on Federal Websites](#)
- [Security of Federal Information Systems](#)
- [Securing Electronic Government](#)
- [Guidance for Implementing the Privacy Provisions of the E-Government Act of 2002](#)
- [Policies for Federal Agency Public Websites](#)
- [Reporting Instructions for the Federal Information Security Management Act and Updated Guidance on Quarterly IT Security Reporting](#)

Other Guidance

- [CIO Council's Recommended Policies and Guidance for Federal Public Websites](#)
- [NARA Guidance on Managing Web Records](#)
- [NARA Regulations for Records Management](#)
- [NIST Special Publication 800-44, Guidelines on Securing Public Web Servers](#)

7.010 Appendix B

Web Compliance Checklist

BACKGROUND

Building a Web site, especially a public Web site, is a complex process. In addition to technical challenges, the Web site designer must also consider several laws and policies that govern how it looks, reads, and operates. These laws include but are not limited to the Privacy Act of 1974, Section 208 of the E-Government Act, Paperwork Reduction Act, OMB M-03-22, OMB M-04-05, OMB Guidance for Federal Public Web sites, and Section 508.

To help the DOT Web site designer, developer, and manager administer these various requirements, this document combines many of the Web site requirements into one checklist. This checklist is designed to assist a DOT Web site designer, developer, or manager to ensure all requirements are met. It is not designed to serve as a comprehensive guidance document. Rather, at the end of this document are links to detailed rules, regulations, guidance, and policies to which agencies should adhere.

CHECKLIST

	Requirement	Applies to	Applicable Legislation/Policy
1	On all forms that collect personal information, post the appropriate OMB control number.	All Web sites	Paperwork Reduction Act, DIRMM
2	On all forms that collect personal information falling under the Privacy Act, include a Privacy Act notice.	All Web sites	Privacy Act of 1974, DIRMM
3	On all forms that collect personal information, note which fields are required and which are voluntary.	All Web sites	DIRMM (internal policy, derived in part from Privacy Act requirements)
4	Use plain language.	All Web sites	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
5	Provide a text equivalent for every	All Web sites	Section 508, 1194.22, DIRMM

	non-text element.		
6	Synchronize equivalent alternatives for any multimedia presentation with the presentation.	All Web sites	Section 508, 1194.22, DIRMM
7	Design web pages so that all information conveyed with color is also available without color.	All Web sites	Section 508, 1194.22, DIRMM
8	Organize documents so they are readable without requiring an associated style sheet	All Web sites	Section 508, 1194.22, DIRMM
9	Provide redundant text links for each active region of a server-side image map	All Web sites	Section 508, 1194.22, DIRMM
10	Use client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape	All Web sites	Section 508, 1194.22, DIRMM
11	Identify row and column headers for data tables.	All Web sites	Section 508, 1194.22, DIRMM
12	Use markup to associate data cells and header cells for data tables that have two or more logical levels of row or column headers	All Web sites	Section 508, 1194.22, DIRMM
13	Title frames shall with text that facilitates frame identification and navigation	All Web sites	Section 508, 1194.22, DIRMM
14	Design pages to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz	All Web sites	Section 508, 1194.22, DIRMM
15	Provide a text-only page, with equivalent information or functionality, to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way.	All Web sites	Section 508, 1194.22, DIRMM

16	When pages utilize scripting languages to display content, or to create interface elements, identify the information provided by the functional text that an assistive technology can read.	All Web sites	Section 508, 1194.22, DIRMM
17	When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, provide a link to a plug-in or applet that complies with §1194.21(a) through (l).	All Web sites	Section 508, 1194.22, DIRMM
18	When electronic forms are designed to be completed on-line, design the form to 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.	All Web sites	Section 508, 1194.22, DIRMM
19	Provide a method for users to skip repetitive navigation links.	All Web sites	Section 508, 1194.22, DIRMM
20	When a timed response is required, alert the user and give him or her sufficient time to indicate more time is required.	All Web sites	Section 508, 1194.22, DIRMM
21	When possible, use style technologies to create structured documents and separate content from presentation and page structure.	All Web sites	Section 508, 1194.22, DIRMM
22	Include a page with instructions on how to request information in alternate formats for people with disabilities.	All Web sites	Section 508, 1194.22, DIRMM
23	Post a link to a privacy policy on the homepage, on all pages that collect personal information, and on all	Public Web sites only	Section 208, E-Government Act of 2002; OMB M-03-22, DIRMM

	major entry points to the website.		
24	Post a privacy policy that uses the standard DOT template, which covers all the necessary topics. See Appendix D.	Public Web sites only	Section 208, E-Government Act of 2002, OMB M-03-22, www.dot.gov/privacy.htm (template example), DIRMM
25	Post a privacy policy that discloses all information collected and accurately reflects privacy practices. See Appendix D.	Public Web sites only	Section 208, E-Government Act of 2002, OMB M-03-22, DIRMM
26	Write links to privacy policy to read, "Privacy Policy."	Public Web sites only	Section 208, E-Government Act of 2002, OMB M-03-22, DIRMM
27	Use no persistent cookies.	Public Web sites only	Section 208, E-Government Act of 2002, OMB M-03-22, DIRMM
28	Use no invisible embedded objects, or respond to OST with rationale for need.	Public Web sites only	DIRMM
29	Post a valid XML policy that matches both the human readable privacy policy and actual practices.	Public Web sites only	Section 208, E-Government Act of 2002, OMB M-03-22, DIRMM
30	Provide access to documents in different file formats, and in formats that are useful to the public.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
31	Use government domain ".gov."	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
32	Organize content from public's perspective.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
33	Demonstrate US sponsorship by displaying the name of the agency name or other wording.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
34	Post only working links.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
35	Warn visitors when linking to a non-government website and post a	Public Web	OMB M-05-04, OMB Policies for Federal Agency Public Websites and

	disclaimer, but do not post a disclaimer when linking to federal government websites. Use wording on interceptor page as directed by DIRMM. (Chapter 7, Web)	sites only	implementation guidance , DIRMM
36	If linking to non-federal government websites, ensure links provide useful government information or services not available on other federal websites. Provide to OCIO a business case for each non-federal website link.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
37	Post the DOT Linking Policy or a web linking policy that meets requirements of OMB M-05-04, an inventory of information posted on the website, and schedule for information to be posted in the future. See Appendix C.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
38	Post revision or posting dates and email address of designated point of contact on all web documents.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
39	Post only documents that are timely, useful, and fulfill a public need.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
40	Use content areas that are common to all U.S. government websites: Contact Us, About Us, Site Map or Index, FAQ's, Online Services, Forms & Publications, and Jobs.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
41	Provide links back to the homepage or main topic pages to allow users to easily navigate the website.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
42	Have a search engine. Use DOT Google, if needed.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
43	Use standard metadata.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and

			implementation guidance , DIRMM
44	Inform web visitors of significant changes.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
45	One the home page, link to a Web Policies page on which are posted all the external links required by OMB M-05-04. Use the template provided by DOT. See Appendix B.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance , DIRMM
46	Avoid posting information for or about employees on the public site.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
47	Ensure information on the site is not duplicated on other Federal government websites by conducting a search on USA.gov's portal.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
48	Have a plan in place for the continuity of the web site operations in the event of emergency that consistent with the DOT business continuity plan.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
49	Periodically measure customer satisfaction and usability of the web site by conducting surveys or other tools.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
50	Conduct quarterly reviews of pertinent website items, as required by OMB 05-04 and listed in Appendix A.	Public Web sites only	OMB M-05-04, OMB Policies for Federal Agency Public Websites and implementation guidance
51	For new websites, register the website with the OA Web Manager or OCIO for OST offices.	Public Web sites only	DIRMM
52	Meet DOT's Information Quality Requirements.	Public Web sites only	DIRMM
53	If using a design attractive to children, cartoons, giveaways, or collecting age/date of birth/year of	Public Web sites only	Section 208, E-Government Act of 2002; OMB M-03-22, OMB M-05-04, OMB Policies for Federal

	birth; contact OST privacy office for assistance in complying with the Children's Online Privacy Protection Act.		Agency Public Websites and implementation guidance, DIRMM
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7.011 Appendix C

DOT Linking Policy

Evaluation Criteria

Prior to posting a link, the Department of Transportation (DOT) evaluates the link to determine if it meets one of the following criteria:

- The link is to an official U.S. Federal Government Web site.
- The link is to a Web site that provides official U.S. Government information or services.
- The link is to a Web site with content that complements existing information, products, and services on the DOT site where it is posted.

In addition, all links on DOT Web sites must meet all of the following criteria:

- The Web site being linked has content that is relevant, useful, and authoritative for citizens, businesses, and/or government officials.
- The Web site being linked has information that appears to be accurate and current.
- The Web site being linked has a posted privacy policy that clearly describes the organization's information handling practices.
- The Web site being linked is "user-friendly."

Links to Government Web sites

DOT may post links to any government Web site that is publicly available unless directed not to by the agency that owns the site. Federal government-owned or sponsored Web sites will generally have ".gov", ".mil" or ".fed.us" domains. However, some may occasionally end in ".com", ".org" or ".net". DOT may also link to Web sites created by public or private sector partnerships with the federal government, and state and local government Web sites.

Links to Non-Government Web sites

In rare instances, DOT Web sites will contain links to non-government owned or sponsored Web sites, provided these sites provide government information and/or services in a way that is not available on an official government Web site. DOT Web sites provide these links as a public service to allow Web visitors to obtain information or services related to the site they are visiting.

The U.S. Government, including the Department of Transportation, neither endorses nor guarantees in any way the external organizations, services, advice, or products included in these Web site links. Furthermore, the U.S. Government neither controls nor guarantees the accuracy, relevance, timeliness, or completeness of the information contained in non-government Web site links. (See Disclaimer of Endorsement more information on this topic.)

Prohibitions

DOT Web sites will not link to any Web site that exhibits hate, bias, or discrimination. Furthermore, DOT reserves the right to deny or remove any link that contains misleading information or unsubstantiated claims, or is determined to be in conflict with DOT's mission or policies.

Disclaimer of Endorsement

The information posted on DOT Web sites may include hypertext links or pointers to information created and maintained by other public and/or private organizations. DOT provides these links and pointers solely for our users' information and convenience. When users select a link to an outside Web site, they are leaving the DOT Web site and are subject to the privacy and security policies of the owners/sponsors of the outside Web site.

The Department of Transportation does not control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on a linked Web site.

The Department of Transportation does not endorse the organizations sponsoring linked Web sites, and we do not endorse the views they express or the products/services they offer.

The Department of Transportation cannot authorize the use of copyrighted materials contained in linked Web sites. Users must request such authorization from the sponsor of the linked Web site.

The Department of Transportation is not responsible for transmissions users receive from linked Web sites.

The Department of Transportation does not guarantee that outside Web sites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act.