1) PREFACE

The World Wide Web is a means for the Department of Energy (DOE) to disseminate information to the general public and communicate with its mission and business partners, stakeholders, and other customers. As a Federal agency, DOE must ensure its public websites exhibit a positive, professional image, combining functional and intuitive organization with the highest quality of visual presentation and consistency, as well as be credible, usable**,** reliable, relevant, accurate, current, and easily understood by all.[1] DOE will ensure that its public websites contain the information necessary to keep the public informed about its mission, programs, challenges, resources, performance, and other aspects of its plans and operations.[2] However, information disseminated via DOE public websites needs to be carefully balanced against potential risk to DOE interests, including the safety and security of personnel or assets or individual privacy, by the application of comprehensive risk management procedures.[3]

Therefore, the following guidance addresses high-level rules for DOE public websites. It does not address specifics regarding content. Content, maintenance, and accuracy will be addressed at the local level to meet organizational and customer needs.

2) GUIDANCE

DOE public websites are information resources funded in whole or in part by the DOE and operated by an agency, contractor, or other organization on behalf of DOE. They present government information or provide services to the public or a specific non-Federal user group and support the proper performance of a DOE function.[4] DOE public websites are also information dissemination products.

To support the important information dissemination role and management of its public websites, DOE will:

1. Ensure that each DOE public website has a clearly defined purpose that supports DOE missions, and that information released is consistent with established DOE policies and programs.

[1] OMB Memorandum M-05-04, *Policies for Federal Agency Public Websites*, issued December 17, 2004.
[2] OMB Memorandum M-06-02, *Improving Public Access To and Dissemination of Government Information and Using the Federal Enterprise Architecture Data Reference Model*, issued on December 16, 2005.
[3] DOE O 471.3, *Identifying and Protecting Official Use Only Information*, dated April 2003.
[4] OMB Circular A-130, *Transmittal Memorandum #4, Management of Federal Information Resources*, dated November 28, 2000, and the *E-Government Act of 2002* (H.R. 2458/S. 803), signed December 17, 2002

2. Identify and review information to ensure it is appropriate for posting to DOE public websites for worldwide dissemination, and does not place national security, DOE personnel and/or assets, mission effectiveness, or the privacy of individuals at an unacceptable level of risk. Periodically review published information to confirm appropriateness and continued compliance with DOE directives.[5]

3. Establish and maintain, on each DOE website, information dissemination product inventories, priorities, and schedules.[6] This information should be easily accessible from the home page and the page URL must be reported to the DOE webmaster.

4. Adhere to DOE linking policies which are available on the DOE home page.[7]

5. Provide functionality to search DOE public websites. However, in limited circumstances (e.g., for small websites) site maps or subject indexes are more effective than a typical search function and, therefore, may be used.

6. Use approved domains.[8] DOE-funded public websites must use doe.gov, energy.gov, or .gov domains to assure visitors to DOE websites that they can trust the information provided.[9] Requests for a top-level .gov or .org domain must meet specific criteria and be approved by the Chief Information Officer (CIO) prior to website launch.[10] Additional guidance is available on the Office of the CIO (OCIO) website.[11]

7. Implement appropriate security and access controls, including preventing anonymous posting of data[12], to ensure information and information systems are resistant to tampering.[13] Determinations as to the appropriate security and access controls for access to information will be based upon the sensitivity of the information, the target audience for which the information is intended, and the level of risks to DOE interests.[14]

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[5] DOE O 471.3, *Identifying and Protecting Official Use Only Information*, dated April 2003.
[6] DOE priorities, inventories, and schedules are located on the DOE home page under Web Policies at http://www.energy.gov/webpolicies.htm; and additional information is available on Webcontent.gov at http://www.usa.gov/webcontent/reqs_bestpractices/laws_regs/priorities_reqs/process.shtml.
[7] DOE linking policy is located on the DOE home page, see Web Policies, at http://www.energy.gov/webpolicies.htm.
[8] 41 CFR Part 102-173, *Internet Government Domain*, see https://www.dotgov.gov/index.aspx or http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&sid=8832a4da7a4ea8a8132bec844a715891&tp=/ecfrbrowse/Title41/41cfr102-173_main_02.tpl.
[9] OMB Memorandum M-05-04, *Policies for Federal Agency Public Websites*, issued December 17, 2004.
[10] OCIO Memorandum For All Headquarters Elements, *Policies for Federal Public Websites*, issued August 4, 2006, and OCIO Memorandum For All Program Secretarial Officers, *Compliance with the Office of Management and Budget (OMB) Policies for Federal Public Websites*, October 27, 2005.
[11] DOE domain policy is located on the DOE home page at http://cio.energy.gov/services/dns_policy.htm.
[12] NIST SP 800-44, Version 2, *Guidelines on Securing Public Web Severs*, September 2007.
[13] OMB Memorandum M-04-25, *FY 2004 Reporting Instructions for the Federal Information Security Management Act*, dated August 23, 2004.
[14] DOE M 205.1-1, *Incident Prevention, Warning, and Response (IPWAR) Manual*, dated 9/30/2004.

8. Ensure that privacy[15] and personally identifiable information (PII) [16] are fully protected and do not reside on a public website.

9. Protect DOE sensitive information. Sensitive information may or may not be marked as such. Therefore, information should be carefully reviewed before it is placed on a DOE public website to ensure that sensitive information is not unintentionally compromised. Information that is determined to be unclassified controlled information (i.e., Official Use Only (OUO), export controlled, applied technology, naval nuclear propulsion and unclassified nuclear information) or classified information must not be posted on DOE public websites.[17]

10. Make DOE websites accessible to people with disabilities[18] and provide common access for a broad range of visitors.[19]

11. Provide appropriate access for people with limited English proficiency (LEP).[20]

12. Manage the website to ensure that web content and web management and operation records are properly created, scheduled, and maintained.[21]

13. Provide a website contingency/emergency solution(s) to ensure the reliability and availability of the website and its resources.[22]

14. Ensure proper configuration management, including disabling unneeded computer services[23] and consolidating websites on fewer servers.

3) RESPONSIBILITIES

1. HEADS OF DOE ELEMENTS

[15] P.L. 93-579, *The Privacy Act of 1974*, 5 U. S. C., Section 552a, available at http://uscode.house.gov/download/pls/05C5.txt and OMB Memorandum M-03-22, *OMB Guidance for Implementing the Privacy Provisions of the E-Government Act of 2002*, dated September 30, 2003.
[16] CIO TMR-22, *Protection of Sensitive Unclassified Information Including Personally Identifiable Information*, dated October 17, 2007, located at. http://cio.energy.gov/documents/DOE_CIO_TMR-22_-_SUI_101607_Final.pdf.
[17] DOE Order 471.3, *Identifying and Protecting Official Use Only Information*, and DOE M 471.3-1, *Manual for Identifying and Protecting Official Use Only Information*, and DOE G 471.3-1, *Guide for Identifying and Protecting Official Use Only Information*.
[18] Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998, and http://www.section508.gov.
[19] Usability information is located at http://www.usability.gov/ and http://www.usa.gov/webcontent/usability.shtml.
[20] Executive Order 13166 and Secretary Bodman memo, "Access to Programs and Activities by Persons with Limited English Proficiency," April 11, 2006. See also http://www.lep.gov/govt.html and http://www.usdoj.gov/crt/cor/Pubs/eolep.htm and http://www.usdoj.gov/crt/cor/13166.htm and http://www.usdoj.gov/crt/cor/Pubs/lepqa.htm.
[21] DOE O 243.1, *Records Management Program.*
[22] NIST SP 800-34, *Contingency Planning Guide for Information Technology Systems*, June 2002.
[23] NIST SP 800-44, Version 2, *Guidelines on Securing Public Web Servers*, September 2007.

a. Establish a process for the identification of information appropriate for posting to DOE public websites and ensure it is consistently applied.

b. Ensure that reasonable efforts are made to verify the accuracy, consistency, appropriateness, and timeliness of all information placed on DOE public websites.

c. Approve program-related content material in accordance with DOE Information Quality Guidelines.[24]

d. Ensure all information placed on DOE public websites is properly reviewed for security, levels of sensitivity and other concerns before it is released.

e. Ensure all information placed on DOE public websites is appropriate for worldwide dissemination and does not place national security, DOE personnel and assets, mission effectiveness, or the privacy of individuals at an unacceptable level of risk.

f. Enforce the DOE linking policy[25] as established on the DOE home page.

g. Ensure that proper configuration management (including disabling unneeded computer services and consolidating websites on fewer servers), sound operational management practices, operational security, and contingency/emergency planning features are implemented and maintained on an ongoing basis for each website.

h. Register each DOE public website with the OCIO.

i. Ensure proper records management control over information placed on DOE public websites, as well as related web operations and management records.

j. Ensure websites are usable and user-centric to the extent that they effectively perform the tasks for which they were developed.

k. Ensure websites have an accessibility statement and a mechanism for feedback.

l. Ensure websites have appropriate access for people with LEP.

m. Establish a periodic review process for each website for compliance with this document.

2. OFFICE OF THE CHIEF INFORMATION OFFICER (OCIO)

a. Provide policy and procedural guidance with respect to establishing, operating and maintaining DOE public websites.

[24] DOE Information Quality Guidelines are available at http://cio.energy.gov/infoquality.htm.
[25] DOE linking policy is available at http://www.energy.gov/webpolicies.htm.

b. Maintain liaison with the Office of Public Affairs to provide policy oversight and guidance to ensure the effective dissemination of DOE information via the Internet.

c. Provide technical support consistent with existing responsibilities.

d. Develop and maintain requirements that address information security on DOE public websites.

e. Establish and disseminate web records management policies, objectives, and guidance in accordance with National Archives and Records Administration (NARA) and Office of Management and Budget (OMB) regulations.

f. Review and approve requests for a top-level .gov or .org domain prior to website launch.

3. OFFICE OF GENERAL COUNSEL

Provide legal advice regarding World Wide Web matters, including electronically-filed Freedom of Information Act (FOIA) requests and use of copyrighted materials.

4. OFFICE OF PUBLIC AFFAIRS

Operate and maintain www.energy.gov as the official primary point of access to DOE information on the Internet.

5. DIRECTOR, NAVAL NUCLEAR PROPULSION PROGRAM

Executive Order 12344 (set forth in Public Law 106-65 of October 5, 1999 [50 U.S.C. 2406]) establishes the responsibilities and authority of the Director, Naval Nuclear Propulsion Program, for all facilities and work that comprise the Program, which is a joint Navy/DOE organization. The Director's responsibilities include the operating practices and procedures applicable to Naval nuclear propulsion plants. The Director must establish the public web policy requirements implemented within the Program. Accordingly, this policy statement does not apply to the Naval Reactors Program.[26]

[26] Executive Order 12344 (Public Law 106-65 of October 5, 1999 [50 U.S.C. 2406]).