ORDER

U.S. DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION

SO 1370. 5

SOUTHERN REGION

9/22/00

SUBJ: AIR TRAFFIC DIVISION WEB SITE POLICY

1. **PURPOSE**. This Order establishes Southern Region Air Traffic Division's policy on sharing information through the Internet, and provides guidance for field and branch offices on web content.

2. **DISTRIBUTION**. This Order is distributed to the branch level in the Air Traffic Division (ATD), all Air Traffic field facilities, Management Systems Division, ASO-60, and Network Management Section, ASO-473.

2. **DISTRIBUTION**. This Order is distributed to division level in the Regional Office, and to all field offices and facilities.

3. **BACKGROUND**. The ATD supports the use of the Internet/World Wide Web (web) to share information to our users and to provide information about our services, goals, and accomplishments. The intent is to support and further the agency's goals and objectives through information sharing with our customers. Due to legal ramifications, there is a need to closely monitor what information is distributed from government Internet sites and to approve the release of FAA data to Internet users.

4. **POLICY**. The FAA and the ATD encourage the use of the web to make FAA data resources available to the public. This use must be within prescribed mandates, laws, and agency orders.

5. **RESPNSIBILITIES**.

a. Approving Official. When Air Traffic facilities or ATD branches publish web pages, the Air Traffic Manager (ATM) or Air Traffic Branch Manager is designated as the approving official for web content. The approving official authorizes the use of FAA logos and the release of information contained within the web site. The approving official is responsible for ensuring that the content on the web site is appropriate, accurate, and the information is updated as needed. The approving official's name and a method of contact (address, telephone number, or e-mail address) shall be listed on the main web page.

b. Webmaster. Air Traffic entities establishing a web site should have an individual or group of individuals responsible for developing and maintaining the web pages. This individual or group will serve as webmaster. The webmaster should be knowledgeable FAA and Internet use of policies, and will adhere to requirements for content, size, and format prescribed by the host server organization. The webmaster will also ensure content on web pages is timely and accurate, and will ensure agency warnings and disclaimers required by FAA Order 1370.79A are posted on the site.

c. Regional Office Coordination. The Systems Requirement Branch, ASO-5 10 is designated as the coordination site for Southern Region Air Traffic entities. Approving Officials will advise ASO-5 10 the name and contact phone number of the webmaster, and will advise ASO-510 when the webmaster changes. ASO-510 will assist facilities or offices with interpretations of FAA policies on Internet use and content.

6. **GUIDANCE**.

a. Site Location. Facilities, regional office branches, and subdivisions of those facilities or branches that desire a web presence must locate their web site on an approved FAA server, presently www.faa.gov or www.iccbi.gov.

b. Copyrighted Material. The use of copyrighted images, music, or other material is prohibited without the expressed, written permission of the owner of that material.

c. Hyperlinks. Hyperlinks from FAA pages to Federal, State, and local government sites are approved, providing they contain information or resources of interest or value to our customers. Hyperlinks from FAA sites to non-governmental sites potentially have ethical implications, and must be individually scrutinized before approval. Hyperlinks to non-profit organizations can be approved if the site provides relevant, web-based information deemed useful to our customers, and the site has no secondary commercial purpose. Links to commercial sites (businesses or enterprises that sell goods or services) are generally not appropriate due to ethical concerns. The only exception would be sites that provide free information of general interest, consistent with the FAA's mission, and not associated with commercial enterprise or the advertising of goods and services. No hyperlinks can be approved to commercial aeronautical enterprises or to providers of goods and services related to aviation. Appropriate disclaimers should be provided to our customers leaving FAA web pages via hyperlink to a non-governmental site.

d. Privacy Policy. Every Federal web site must include a privacy policy statement on the main page, or linked to http://www.faa.gov/issues.htm from the main page. General usage data can be obtained for statistical purposes, through web access logs, which are anonymous. We will not collect or obtain personally-identifying information unless knowingly sent by web visitors via e-mail. "Cookies" will not be set on FAA web pages.

e. Technical Information. Requirements for coding of web pages hosted by FAA web servers change as hardware and host software is updated, as host capacity changes, and as HTML conventions are approved by the World Wide Web consortium (W3C). Web developers should follow the format guidance specified at http://interweb.faa.gov/developers/guides/newguides.htm.

Dennis T. Koehler
Manager, Air Traffic Division