

Enterprise Operational Standard: Web Page Policy Notices

December 12, 2011
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Purpose

To establish standards for the following types of Policy Notices for Agency Web Pages:

- Privacy
- Terms of Use
- Non-discrimination and Accommodation
- Social Media
- Accessibility

Overview

Policy Notices appearing on Agency Web Pages have varied considerably. This Standard attempts to achieve greater consistency in Agency use of Policy Notices.

Agencies are advised to link to the iowa.gov policies rather than developing agency specific policies. If an agency deems it necessary to post agency specific policies, the agency should consult with their legal counsel when preparing Policy Notices to make sure that such notices address agency-specific legal requirements and business practices.

Scope

Agencies shall comply with this Standard when drafting and using Web Page Policy Notices.

Updates

The Department will review this Standard at least every two years and update as needed.

Definitions

Selected terms used in this Web Page Policy Notice Standard are defined below:

- Agency - means any participating agency as defined in Iowa Code Section 8A201(4).
- Department - means the Iowa Department of Administrative Services, Information Technology Enterprise.
- Policy Notice – A notice describing various policies, terms and conditions, disclaimers and requirements applicable to the use of an Agency Web Page.
- Web Page – A document written in HTML (hypertext markup language) on the World Wide Web that is transferred from a Web server and displayed or accessed via a user's Web browser. Every Web Page is identified by a unique URL

Web Page Policy Notice Standard Practices

Policy Notices. Agencies will link to iowa.gov for the following policies. If the agency needs to modify standard policies they shall ensure the following policies are displayed on their website:

- Privacy
 - Terms of Use
 - Nondiscrimination and Accommodation
 - Social Media
 - Accessibility
1. Privacy. Agencies will utilize a Privacy Policy Notice that describes what information is collected from users of Agency Web Pages and how such information is used and treated. The Privacy Policy Notice should also discuss the treatment of such information under Iowa Code Chapter 22. Depending on the information that is collected through an Agency's website, the Agency may need to amend its Fair Information Practice Act rules to comply with the requirements of Iowa Code section 22.11. Agencies are reminded of Iowa Code section 71SC requiring a notification to individuals who have had their computerized records containing personal information breached.

Types of information include:

- a. Personal Information
 - b. Email Correspondence
 - c. Public Examination, Copying and Disclosure of Information Collected through this Website
 - d. Cookies
 - e. Disclaimer – Links to other Sites
 - f. Questions about this Policy
2. Terms of Use. Each Agency will utilize a Terms of Use Policy Notice that describes the terms and conditions which govern a visitor's access to and use of the Agency's website.

Terms include:

- a. User's Obligation to Abide By Applicable Law
- b. Prohibition Against Malicious Programming
- c. Linked Sites and Disclaimer of Endorsement
- d. Use of Website and Information
- e. Disclaimer of Warranties
- f. Limitation of Liability
- g. Governing Law and Jurisdiction

- h. Modification and Discontinuance
 - i. Headings
 - j. Waivers
 - k. Modification to Terms of Use
3. Non-discrimination and Accommodation. Agencies will utilize a Non-discrimination Policy Notice on their websites.
 4. Accessibility. Agencies will utilize an Accessibility Policy Notice on their websites.

Web Page Policy Notice Recommended Practices

1. Agency personnel managing or posting Web Page content should familiarize themselves with the Policy Notice topics covered in this Standard.
2. Agency Web Page Policy Notices should be easily understood by the intended audience.
3. Agencies collecting list information about users should post a link for people to view the list management policy. The list management policy should contain the following elements:
 - If the information will be redistributed, reused, duplicated or sold.
 - What benefit, service or product the person will receive in return for providing the information.
 - How an individual can be removed or unsubscribe from a list.
 - How an individual can provide updated information.
4. Web Page error notices should direct users to a page displaying help desk technical support points of contact and phone numbers.

Effective Date

Agencies shall comply with the provisions stated in the section entitled "Web Page Policy Notice Standard Practices"

Enforcement

This standard will be enforced pursuant to Iowa Administrative Code 11 - 25.9 (8A).

Variance

Iowa Administrative Code 11 - 25.6 (8A) provides for variances from information technology operational standards. Requests for a variance from any of the requirements of this policy will be submitted in writing to the State CIO .

This standard is in effect until revised or rescinded and will be reviewed no less than every two years.