

# California Inland Empire Council, Boy Scouts of America

## Standards and Policies for Internet Publishing and Maintenance of Local Council Web Sites - May, 2007

### Policies

1. All council sites must be hosted off-site at a hosting facility and may not be connected in any way to the council's local network.
2. Council must have direct control over the content of all council web sites.
3. The content of the council sites must be appropriate to the Scouting movement.
4. Council sites must not contain links to any sites that contain material not appropriate to the Scouting movement.
5. Council sites may not contain any advertisements or commercial endorsement.
6. Council sites may not engage in the electronic sale of BSA Supply Division merchandise, or competing products.
7. Council sites may not replicate any BSA publication currently for sale through the Supply Division.
8. Council sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the internet.
9. Council sites must consider the privacy and safety of their members and participants by obtaining the necessary written permission to release information about or images of any individual.

### Site Ownership

The council's membership and the general public regard the council web sites as authorized publications of the council. Because the council is held accountable for the content, all sites and domain names must be wholly owned and controlled by the council.

Specifically, the council or a professional council employee (never a volunteer) shall have legal ownership of the domain name and site content, and the server space upon which council sites are hosted should either be owned by the council or secured with a written service contract between the council and the Internet Service Provider (ISP) that hosts the site. This contract should clearly indicate that the council owns its own web site content.

### Content

Content of council sites is owned by the council and not any individual, and will be clearly shown by inclusion of a copyright notice on the site. Sites may reproduce (with permission) material from other sources, but the site must be owned by the council.

### Control of Content

The council sites are governed by volunteer(s) under the direction of professional staff. The council determines the goals of the council sites and determines the content and resources that will be published pursuant to those goals. All materials destined for the council Web site must be reviewed and approved by the council professional staff before publication.

### Unit and Third-Party Sites

Links to unit web sites are not permitted. Links to non-BSA sites are not permitted without prior permission of the council.

## **On-Line “Conversation”**

Chat, guest books, bulletin boards, and instant messaging are not permitted on council web sites.

## **Web Site Content**

It is important to know the original source of all Council web site content and be sure that the council has permission to use it. The only content the council owns outright are the text, photos, illustrations, design, and programming developed by the council’s employees in the course of their jobs. Permission must be given by the owner for using all other material.

## **Third Party Material**

If a council wishes to include any content (whether text, photographs, illustrations, design, or programming), that is not developed by council employees or by third parties, under the terms of a contract or agreement with the council, it is mandatory to obtain written permission from the owner of the material. Even if the material is owned by a volunteer or donor and is provided with the understanding it will be used in the council’s site, written permission is required.

## **Photographs**

For photographs taken by council or by photographers hired by the council, a “talent release” must be obtained for every person shown in the photos. Council can provide a talent release for this purpose.

Permission of the photographer who produced the image is also required.

## **Advertisements and Banners**

No advertisements or banners endorsing or promoting commercial products or services is permitted. No “link exchanges,” awards, certifications, etc. are to be included on council sites.

## **Privacy and Youth Protection**

The Internet is perceived as a threat by some individuals, and they are vehemently opposed to having their images or personal information available to others. This perception is not unjustifiable, as demonstrated by periodic media coverage of predators who exploit the Internet to select, locate, and contact their victims.

## **FTC Guidelines**

The Federal Trade Commission recommends that organizations that collect personal information from online visitors using the following four standards--known as fair information practices--in creating privacy policies to post on their web sites:

- 1. Notification.** Visitors to council sites must be notified as to what personal information is being gathered, how that information is used, and with what third-parties, if any, the information will be shared.
- 2. Choice.** Visitors will be provided with a means by which to contact the council to ensure that their personal information is not shared, if they so choose.
- 3. Security.** Users of the site should be notified by which the organization protects personal information, including protection from any misuse, alteration, or access by unauthorized users.
- 4. Access.** Web users must have reasonable access to any personal information about themselves that the organization holds, as well as a means of correcting or amending the information if it is inaccurate.

### **Children's Online Privacy Protection Act**

The Children's Online Privacy Protection Act (COPPA) applies to commercial web sites, but provides sound guidance for sites used by children under 13. Whenever personally identifiable information is collected about children, the rules and guidelines of COPPA shall apply.

### **Youth Participants**

Contact information for youth members shall never be provided on council sites, nor stored online in any form.

Photographs of youth members, if captioned, shall identify the youth by first name only.

### **Adult Volunteers**

Contact information for adult volunteers shall be treated with caution, as it is likely this will be personal in nature.

Personal information for adult volunteers shall only be published after receiving written authorization that is to be kept on file for the duration of the time that the information is published. Individuals should also know that they can (and how to) request the prompt removal of their information at any time.