

Website and Digital Property Governance

Document ID: MKT-WGP-2025.01

Version: 1.0

Effective Date: 2025-11-01

Department: Marketing, IT & Engineering

1. Scope

This policy covers the primary corporate website, all product landing pages, and associated subdomains used for marketing or developer documentation.

2. Content and Messaging Accuracy

- **Source of Truth:** The website must reflect the most current and accurate product features, pricing, and claims. Discrepancies between the website and the **Sales Playbook** must be resolved within **48 hours**.
- **Legal Pages:** All Legal documents (Terms of Service, Privacy Policy) must be prominently linked in the global footer and managed via a version control system by the Legal department.

3. Technical and Security Requirements

- **Hosting:** The website must be hosted on secure, high-availability infrastructure managed by the IT/DevOps team.
- **Security:** Mandatory implementation of a Web Application Firewall (WAF) to protect against common web attacks (e.g., XSS, SQLi).
- **Performance:** All pages must adhere to the SEO standards for speed and mobile responsiveness. Core marketing pages must load in **< 3 seconds** globally.

4. Change Management and Approval

1. **Request:** Marketing submits a change request via the ticketing system.
2. **Staging:** The change is deployed to a password-protected staging environment for review.
3. **Approval:** Marketing Manager and PMM approve the functional and aesthetic changes. Legal/Compliance approves any copy related to claims or privacy.
4. **Deployment:** IT/Engineering deploys the change to production via the standard **CI/CD pipeline**.