Web Site Policy

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| Policy Area | IT Policy Library |
| Approved Date | December 31, 20XX |
| Approved By | Policy Committee |
| Effective Date | January 1, 20XX |
| Current Version | 1.0 |

# I. Overview

ABC Company’s web site is used to convey information to prospects, customers, staff, suppliers, and other business contacts. Our web site is important to our organization’s image and reputation.

# II. Purpose

This policy helps provide a consistent look and feel for ABC Company’s web site. In addition, it helps protect ABC Company’s image and reputation.

# III. Scope

This policy applies to all Staff who develop, program, provide content for, and otherwise maintain the ABC Company’s web site.

# IV. Policy

Design of web sites must comply with ABC Company’s standards. Any ABC Company web site designed by any person or vendor other than ABC Company’s IT Department must be submitted to the Marketing Department for review and approval.

Every page of the site must contain the ABC Company logo in a prominent location near the top of the page. The ABC Company logo must link to ABC Company’s home page. The primary colors of the site must be black (#000000) and white (#ffffff).

At minimum, the design must seek to make essential information and functions available to all users. The pages must function:

* Display properly in popular browsers including Internet Explorer.
* Function on both Windows and Macintosh operating systems.
* Open documents (e.g. pdf, Word.) in a new Window without generating error messages.
* If required, provide a link for the visitor to download required plug-ins.

Contact information should be identified on the appropriate pages. The main page of the web site shall provide links to other areas of the site. The Contact Us page shall include ABC Company’s address, telephone, and e-mail information.

Many publications, photos, and art work are protected by copyright law. All federal copyright and trademark rules and regulations must be observed. The web site shall provide the following copyright statement on the Company web site: Copyright © ABC Company (year).

The Home page shall include a link to ABC Company’s Web Site Privacy Policy. The text link or button shall be of the same size and color as other links on the home page. The Web Site Privacy Policy shall include:

* Notice – personal information collected on the site
* Choice – options the visitor has about how personal data is collected and used
* Access – data this is collected and how a visitor can make changes to their information
* Security – steps taken to protect data that is collected and stored
* Remedy – steps the visitor can take if the Website Privacy Policy is not met

ABC Company does not permit outside advertisements to be placed on our web site. This includes links, logos, or other identifiers that promote, induce or encourage, directly or indirectly, commercial activity of any sort with or for the benefit of any person or entity other than the ABC Company, or that endorses or recommends directly or indirectly the products, facilities or services of any person or entity.

Secure areas of the web site shall be protected by appropriate security measures including access controls and encryption. See the Access Control Policy and Encryption Policy for more information.

The web site shall be patched and updated in a timely manner per the Patch Management Policy.

Periodic web site security audits shall be performed per the Audit Policy.

# V. Enforcement

Any Staff found to have violated this policy may be subject to disciplinary action, up to and including termination.

# VI. Distribution

This policy is to be distributed to all Staff responsible for managing and developing the ABC Company web site.

**Policy History**

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| Version | Date | Description | Approved By |
| 1.0 | 1/1/20XX | Initial policy release |  |
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**References:**

COBIT EDM01.01, APO01.03, APO01.11, APO05.03, APO12.02, APO13.07, MEA04.11

GDPR Article 25, 32

HIPAA 164.308(a)(1)(i), 164.308(a)(1)(ii)(A), 164.308(a)(8)

ISO 27001:2013 8.3, A.10.1, A.12.6, A.14.1, A.18.2.1

NIST SP 800-37 3.4, 3.4

NIST SP 800-53 CA-2(1), CA-7(1), RA-3, RA-5, SA-3-4, SA-11(3), SC-12-13, SC-17, SI-2, SI-5

NIST Cybersecurity Framework ID.AM-2, ID.AM-4, ID.GV-4, ID.RA-6, ID.RM-1, PR.AC-3-4

PCI 4.1, 6.1, 6.5, 11.2.2