SMG 3215.1

FDA STAFF MANUAL GUIDES, VOLUME III - GENERAL ADMINISTRATION

INFORMATION RESOURCES MANAGEMENT

INTERNET/INTRANET MANAGEMENT

WEB PROGRAM OPERATIONS

Effective Date: August 3, 2017

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1. PURPOSE

This guide provides the policies and procedures for the Food and Drug Administration's (FDA) support of a comprehensive web program. The policy describes the requirements of a web program to meet the basic goal of providing the FDA with a viable and effective web presence. This web program, as described in this Staff Manual Guide (SMG), will guide the FDA Business Owner in the Office of External Affairs (OEA), FDA System Owner in the Office of Information Management and Technology (OIMT) (as delegated by the Chief Information Officer(CIO)), Center/Organization Program and Technical Managers and Web Governance Council (WGC) members in managing the FDA web resources.

2. BACKGROUND

FDA is responsible for advancing the public health by helping to speed innovations that make medicines more effective, safer, and more affordable and by helping the public get the accurate, science-based information they need to use medicines and foods to maintain and improve their health. FDA maintains both FDA.gov and the FDA’s intranet site to disseminate current and accurate information and, in the case of FDA.gov, communicate with external stakeholders and the public. Website visitors may act or make decisions based on this information, with important consequences.

NOTE: These sites are not intended to serve as a comprehensive collection of past information and documents.

3. POLICY

A. It is the policy of FDA to maintain an Internet based website to provide information to the public via the Internet. The FDA website follows all HHS (https://www.hhs.gov/web/policies-and-standards/web-policies/index.html) and OMB (https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/memoranda/2017/m-17-06.pdf) guidelines for federal websites. Additionally, FDA content contributors and approvers shall adhere to the following Administrative, Quality, Technical, and Security policies as related to the Internet:

1. Administrative

    a. FDA shall maintain a Web Governance Council (WGC), co-chaired by the FDA Business Owner (OEA) and FDA Web System Owner (OIMT), as a forum for bringing together agency-wide Internet stakeholders to address content, policy and technical issues involved in providing a unified and effective FDA web presence on the Internet. Additionally, this council shall discuss the management of the technical aspects of the web program, recommending Internet standards, and for identifying new technical requirements.

    b. All FDA web content shall comply with federal, HHS, and FDA requirements for all aspects of web operations and governance, including but not limited to design, content strategy, information architecture, user experience, privacy, linking, and accessibility.

2. Quality

    Web content publishers shall ensure that publication of information on the public Website is appropriate for a public audience. This responsibility includes ensuring that no offensive or harassing material is published on the the FDA public website. **Please Note**: Information placed on the Website is subject to the same Privacy Act and other disclosure restrictions as when releasing information in other forms or media.

3. Technical

    a. Identification of new requirements which result in the need to implement new Web technologies shall be presented to the WGC.

b. Web-enabled applications, including mobile applications, shall be approved by the Center Director or delegated authority and the Center web representatives before being presented to the FDA Business Owner and FDA System Owner for implementation on the Internet or other public-facing presence.

c. Funding for development, implementation, maintenance, bandwidth, and infrastructure shall be in place prior to beginning implementation of any Internet web-enabled databases.

d. The FDA System Owner shall determine the costs for implementation on the Internet infrastructure.

e. All Internet server requests shall go through the OIMT IT project intake process. For more information about this process, visit the following link: http://rqst-it.fda.gov/rqst-it/f?p=RQST_IT:241:612758102938269::NO::P241_SERVICE_ID:358 Requests that have not completed this process will not be implemented.

f. System Administrators/System Owners of Internet servers other than those in the FDA consolidated web server data center shall respond in a timely manner to data calls as necessary to allow the FDA System Owner to provide a consolidated response for FDA.

g. All requirements regarding installation of software and/or new requirements on FDA web servers shared by more than one Center shall be documented by the associated business owner and sent to the FDA System Owner of shared infrastructure.

4. Security

a. Content owners shall ensure no sensitive, confidential, or private data is placed on servers intended to provide public data to the public. Appropriate protections at the application, server, and network level shall be maintained for access to sensitive, confidential, and private data maintained outside of the FDA firewall.

b. OIMT and application owners shall establish detailed Security Procedures for each web environment with specific steps concerning handling of security incidents in the manner specified in the FDA policy document, SMG 3252.3.

c. OIMT and application owners shall ensure web server software, and the software of the underlying operating system, contain all

appropriate manufacturer recommended patches for the version in use. Specifically, all patches that address critical security vulnerabilities must be installed within 30 days of their release from the manufacturer. .

B. It is also the policy of FDA to implement and maintain an Intranet within the FDA network to provide information to FDA employees. As such, FDA Intranet content owners shall adhere to the following Administrative and Site Management/Quality Control policies as related to the Intranet:

1. Administrative

a. FDA Business Owner and FDA System Owner shall maintain an intranet Web Governance Council as a forum for bringing together agency-wide Intranet developers to address content and policy issues involved in providing a unified and effective FDA web presence on the Intranet and discuss the management of the technical aspects of the web program, recommending Intranet standards, and for identifying new technical requirements.

b. FDA Business Owner shall establish Content Guidelines to ensure that the information on the FDA Intranet is accessible to all FDA employees, which include instructions for dealing with moved documents, official records, older publications and superseded but still useful information to avoid confusing and misleading FDA employees.

2. Publication of Information on the Intranet

Ensure that no personal information or personal web pages shall be placed on the FDA Intranet.

4. PROCEDURES

The following are procedures to be followed in support of the policies identified for the FDA Internet Web Program:

A. Internet Administrative

1. WGC meetings will be held no less than once every two months and will be called by the FDA Business Owner. Attendees shall include the center/office content and technical web representatives. The Council shall provide oversight for:

a. Monitoring the web presence

b. Compliance with HHS and OMB policies

c. Controlling Security (Firewalls, Vulnerabilities, Bandwidth, Server Updates and Patches, etc.)

d. Maintenance (Sustainability)

2. Service Level Agreements (SLAs) for OIMT services, which are reported to the Centers, will be reviewed annually and modified as necessary and as the technology and responsibilities change.

B. Publication of Information on the Internet

Personnel assigned responsibility with posting content on the FDA website shall be familiar with FDA Staff Manual Guides 3297.4 (Implementation of the Privacy Act and the FDA Privacy Program: Overview) and 3297.6 (Privacy Incidents and Breaches) and work closely with the communications groups within the agency's centers and offices to post content.

C. Internet Technical

FDA follows the HHS domain policy which includes registration of the domain names. The full policy can be found on the HHS website.

5. RESPONSIBILITIES

A. FDA Chief Information Officer (CIO): Establishes and implements the web program technical policies and procedures and determines the agency-wide web technical support strategy and investment in new web technologies.

B. Web Governance Council: Web group co-chaired by the FDA Business Owner and FDA System Owner, this group has overall responsibility for determining the structure, style and content of the website, developing standards and policies and for addressing issues related to usability of the website by the members of the public.

C. Office of Information Management (OIMT): FDA System Owner / WGC Co-Chair: Manages the day-to-day technical operations of the shared Internet and the central Intranet web infrastructure, provides technical leadership concerning web activities agency-wide, represents the agency at web-related government technical meetings, and implements the technical policies and procedures on behalf of the CIO.

D. Office of External Affairs: FDA Business Owner / WGC Co-Chair: Provides overall direction, strategic planning assistance and management coordination on FDA.gov.

1. **Management and Strategy**: Develops and manages the agency's digital strategy for delivering messages to the public through the agency's internet site and in coordination with center/office representatives. Serves as the focal point and contact with Agency, Department and other Federal Government non-technical Website programs and operations.

2. **Site Design and Development**: Designs, develops, and manages the overall site design (including information architecture, navigation, and look-and-feel). Manages the FDA.gov home page and other top-level agency pages. Coordinates with Center/Office content representatives on pages and sections that address cross-cutting issues.

3. **FDA Website Guidelines**: With the WGC, develops, manages, interprets, and monitors the implementation of the agency's standards and policies for information published on the Agency's website, FDA.gov.

4. **Office of the Commissioner (OC) Support**: Provides site management and design support to other components of the Office of the Commissioner. Provides overall content approval and management for all OC Web pages.

E. Center/Office Directors: Designates a content and technical representative(s) to represent the center/office in web-related matters and to be responsible for following the policies and procedures outlined in this document. Approves center/office content to be distributed to the public via the web.

F. Center/Office Content Representative: Determines the content of the Center/Office portion of the website and under their Center/Office information exchange polices prepared by the WGC.

G. Center/Office Technical Representative: Provides technical guidance to the Center/Office Content Representative, provides technical support concerning web activities agency-wide, represents the agency at FDA web-related technical meetings, and implements the technical policies and procedures for the Center/Office. Provides technical support for any Center/Office dedicated servers.

6. REFERENCES

Computer Security Act of 1987

Paperwork Reduction Act of 1995

Clinger-Cohen Act of 1996

Freedom of Information Act of 1996

FDA Staff Manual Guide 3250.5, Office of the Chief Information Officer, Reporting Computer Security Incidents (superseded by SMG 3252.3)

FDA Staff Manual Guide 3297.4, Implementation of the Privacy Act and the FDA Privacy Program: Overview

FDA Staff Manual Guide 3297.6, Privacy Incidents and Breaches

FDA Staff Manual Guide 3291.5, Procedures for Implementing the Freedom of Information Act (superseded by SMG 3297.1 and SMG 3297.2).

7. EFFECTIVE DATE

The effective date of this guide is August 3, 2017.

8. Document History - SMG 3215.1, Web Program Operations

STATUS (I, R, C)	DATE APPROVED	LOCATION OF CHANGE HISTORY	CONTACT	APPROVING OFFICIAL
Initial	08/02/2017	N/a	OIMT/OBCA	FDA Chief Information Officer

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