



NAVY LEAGUE  **LIGUE NAVALE**
A New Wave Of Adventure! *Une mer d'aventure!*

The Internet

User Guidelines

28 Sep 2000

Table of Contents

TABLE OF CONTENTS	I
1. PURPOSE.....	1
2. DEFINITIONS	1
3. TABLE OF AUTHORITY.....	1
.1 NATIONAL COUNCIL.....	1
.2 NATIONAL COUNCIL – COMMUNICATIONS COMMITTEE	2
.3 MEMBERS OF THE NLOC	2
4. GENERAL.....	2
5. POLICY STATEMENT.....	2
6. POLICY REQUIREMENT	2
7. ETHICS	3
8. PROHIBITED ACTIVITIES	3
.1 ACCOUNTABILITY.....	3
.2 ILLEGAL ACTIVITIES.....	3
.3 GRIEVANCES	4
.4 LANGUAGE	4
.5 OTHER INAPPROPRIATE ACTIVITIES.....	4
.6 DISCIPLINARY ACTION FOR NON-COMPLIANCE.....	4
9. USE OF EMBLEMS, TITLES AND MOTTO	5
10. NETIQUETTE	5
.1 SITE POLICIES.....	5
.2 ANONYMOUS MESSAGES.....	5
.3 GUEST BOOKS.....	5
.4 USE OF UPPER CASE LETTERS.....	5
.5 UNSOLICITED MESSAGES - SPAM.....	6
11. EDUCATION/SUPERVISION OF USERS	6
12. AUTHORIZED SPOKESPERSONS	6
13. OFFICIAL NLOC WEB SITE.....	6
.1 AUTHORISATION.....	6
.2 CONTENT	6
.3 WEBMASTER	7
.4 OFFICIAL LANGUAGES.....	7
ANNEX A: CONTENT – OFFICIAL WEB SITES	8
MUST INCLUDE.....	8
MAY INCLUDE.....	8
SHALL NOT INCLUDE.....	8

1. Purpose

The purpose of this document is to provide members of The Navy League of Canada (NLOC) with useful guidelines for the effective operation and management of Internet resources.

2. Definitions

For the purpose of this document, the following words and expressions shall be used in the context specified by the definition:

"E-mail" – A system that allows network users or groups of users to exchange messages. The term also refers to the messages themselves.

"Internet" – A network of networks that facilitates communication between computers. The term Internet is also widely used to refer to components accessible through a connection to the Internet itself, such as e-mail, newsgroups, web sites, etc.

"ISP" – The accepted acronym for *Internet Service Provider*.

"Forum" – Any electronic platform means of communication that allows users to express their views and exchange information on various topics, through the use of a computer connected to the Internet. Such platforms include, but are not limited to, the following: newsgroups, mailing lists, guest books, ICQ chat lines, message boards, etc.

"Netiquette" – A combination of the words "Net", abbreviation of Internet, and "etiquette" which refers to acceptable modes of behaviour on a network communication system.

"NLOC" – The official acronym for *The Navy League of Canada*.

"SPAM" - The practice of disseminating unsolicited messages.

"Webmaster" – An individual responsible for the technical development and/or management of a web site on behalf of the authorities to which the site belongs. Also referred to as Web Site Administrator, Site Information Manager and Site Supervisor.

3. Table Of Authority

The following identifies the authorities responsible for implementing these guidelines.

.1 National Council

.01 Approves policies, protocols standards, and guidelines concerning the acceptable use of the Internet for the NLOC;

.02 Approves disciplinary measures taken against those who act in serious contravention of these policies. (Refer to Section 8 – Prohibited Activities).

.2 National Council – Communications Committee

.01 Develops policies, protocols standards, and guidelines concerning the acceptable use of the Internet for the NLOC;

.02 In cooperation with National Office staff and Division Presidents and their Executives, monitors the implementation of such policies;

.03 Ensures the proper management and development of the NLOC Web Site; and,

.04 Recommends, as necessary, disciplinary measures against those who contravene the policies, to the National Executive Committee.

.3 Members of the NLOC

.01 Must be aware of the moral, ethical, legal and security implications of both using and misusing the Internet; and,

.02 Are responsible for abiding by all pertinent policies and laws concerning use of the Internet.

4. General

The Internet offers access to a wealth of information that may be personally, professionally and/or culturally enriching. The Internet is rapidly becoming a very popular means of communication and serves as a valuable recruiting, promotional, administrative, training and research tool. The use of this powerful technology has not only redefined how the information is transmitted between members of the organization, but has also dramatically increased the visibility of the NLOC throughout Canada and the world.

The Internet, however, is a non-secure communication environment that has inherent risks. It enables ideas, information, images and commentary to be transmitted beyond the confines of the NLOC vision and mission. Because of this universal access and because web sites on the Internet are in constant, rapid and unpredictable change, members of the NLOC shall be expected to exert caution and good judgement when navigating the Internet.

The NLOC has a responsibility to protect its members and its image, to ensure that proper and up-to-date information is transmitted to the public and the members, and to ensure that this information is transmitted in an ethical, legal and professional manner.

5. Policy Statement

NLOC members are authorized to use NLOC Internet connections solely for NLOC business-related purposes and for professional development.

6. Policy Requirement

This guidance is provided for:

a) The creation, management and use of the official NLOC Web site as defined in this document; and,

b) All Internet connections created for the use of, or on behalf of, the NLOC, whether the connection is made using a personal or an NLOC sponsored Internet connection.

7. Ethics

All members of the NLOC shall conduct themselves in a proper professional, ethical and legal manner consistent with these prescribed standards. Users must realize that when they enter public domain of the Internet, their actions will reflect on the NLOC.

8. Prohibited Activities

.1 Accountability

Members of the NLOC, like all citizens of Canada, shall be governed by the Criminal Code of Canada. Users must be aware that the transfer of certain kinds of material is illegal, and punishable by fine or jail sentence in matters for prosecution under the Criminal Code of Canada and elsewhere. Users are to expect that evidence of such incidents shall immediately be turned over to the police and/or appropriate authorities. Members of the NLOC are ultimately responsible for the personal views and comments they express over the Internet, and for the actions they take, and for which they can be held personally accountable according to applicable Federal and Provincial laws and policies. Members may consult their ISP for information about laws and policies that apply to their Internet account.

.2 Illegal Activities

Illegal use of the Internet for any purposes which violate applicable laws include, but are not limited to:

- Disseminating, displaying, mailing, posting, receiving or solicitation of illegal material such as child pornography or obscene, threatening, intimidating or harassing material, or hate propaganda, in any form; making public to any users any such materials or direct links to such locations elsewhere on the Internet;
- Use of the Internet to libel or slander other users, individuals or institutions;
- Extortion;
- Violation of copyrights, trade secrets or infringement of any patent or other proprietary interest, including any activity that supports illegal distribution of software, otherwise known as pirating;
- Gaining or attempting to gain unauthorized access to any kind of network, service, information, communications, or computing facility or resource through use of the NLOC Internet connection/computer (also referred to as hacking);
- Damaging/destroying the integrity of a computer system, or the data or programs stored on a computer system;
- Misrepresentation of oneself or the NLOC;
- Attempting to disable or circumvent security mechanisms or access restrictions, or uncover security loopholes, or circumvent information/data protection schemes in order to gain unauthorized access.
- Disrupting service by using the Internet connection/computer so as to interfere with or disrupt network resources, users, services or equipment; (Denial of Service attack)

- Propagation of computer viruses or other malicious codes; and,
- Uploading, downloading, modifying or removing files from a remote computer for which proper authorization was not granted.

.3 Grievances

The Internet shall not be used as a conveyance for grievances. Voicing grievances in public is not only unprofessional, it also damages the reputation of an individual, a Branch, a Division, or the NLOC. Such acts will be deemed contrary to the good aims and Purposes and Objects of The Navy League of Canada. As such, these acts may result in cancellation of membership under Article 3.3 of our By-laws. Acts deemed libellous, slanderous, or criminal in nature will be dealt with by the appropriate civil agency.

.4 Language

Abusive/vulgar language, racist/sexist/hateful remarks, etc. shall not be used when communicating through the Internet. Members of the NLOC must keep in mind that the general public will read their comments, and may therefore offend individuals and damage the image of the NLOC. The Webmaster shall delete messages containing abusive language, which may, in certain cases, lead to disciplinary measures and/or criminal charges being laid against the perpetrator.

.5 Other Inappropriate Activities

Other actions, while not illegal, have been deemed inappropriate for the conduct of NLOC business. These include:

- Sending electronic chain letters or wide distribution e-mail
- Making large numbers of article posts to inappropriate newsgroups (referred to as spamming); and,
- Non-criminal misrepresentation of oneself or the NLOC.

.6 Disciplinary Action For Non-Compliance

Failure to comply with these guidelines may result in any of the following actions being taken against the offender by the proper authorities:

<u>Offence</u>	<u>Action</u>	<u>Authority</u>
Violations of standards, protocols, etc.	Denying access to the NLOC computer/Internet resources;	Branch/Division President
	Revoking of user privileges or web site status;	National Communications Committee
	Release from the NLOC.	National Council
Violation of Law	Prosecution according to law; (will include release from the NLOC)	Police or other civic authority

9. Use Of Emblems, Titles And Motto

Division/Branch Presidents and Corps COs shall be responsible to ensure that their respective web sites do not contain any protected/copyrighted insignia, emblems, images, names, mottos and titles for which permission was not granted by the proper authorities. Division/Branch Presidents and Corps COs may authorize the use of emblems, titles and mottos of the NLOC on official NLOC web sites only. They shall not authorize the use of the same on any other Web sites.

Civilian organizations – Permission to use the emblems, images, mottos of civilian organizations/ companies must first be approved by the said organizations/companies.

10. Netiquette

Netiquette rules are aimed at facilitating responsible Internet use, which are based on courtesy and good manners. Users shall familiarise themselves with the subject of netiquette practices, customs and courtesies. Further information is available on the Internet itself (Use the search word: **netiquette**) or from your ISP. The following are a few examples of Netiquette as they apply to the NLOC:

.1 Site Policies

As a matter of courtesy, users shall familiarize themselves with, and abide by, the policies of the web sites they are visiting. Most web sites will post their policy in a clearly marked area of the site.

.2 Anonymous Messages

As a matter of courtesy, users must sign the messages they leave on various fora, and avoid leaving anonymous messages. Anonymous messages are unlikely to be answered.

.3 Guest Books

Unless otherwise specified, guest books must only be used for leaving messages/comments to the manager of a visited web site. They shall not be used for any of the following:

- a) as an alternative to chat lines, newsgroups, message boards, or mailing lists,
Users shall also avoid using guest books to engage in personal discussions with other individuals. Chat lines, Mailing Lists, ICQ, etc. are a few examples of more appropriate and effective means of engaging in conversations.
- b) to leave personal information for everyone to see,
- c) to leave personal comments about individuals
- d) to advertise your web site on another web site,
To advertise your site, send a private e-mail to the Webmaster asking him or her to add your web site to their listing of external links.

.4 Use of Upper Case Letters

Turn the CAP LOCK off and use upper case letters only, as you would in any normal form of writing. Capitalized words are used for EMPHASIS! Writing a message on the Internet exclusively in upper case letters exclusively on the Internet is not proper netiquette, as it is interpreted as shouting the communication.

.5 Spam

Users shall not transmit unsolicited advertising, promotional materials, images, or other communication that could clutter messaging systems or overload them, thereby limiting the ability of individuals/organizations to communicate electronically.

11. Education/Supervision of Users

Division and/or Branch Presidents shall be responsible for ensuring that their members are aware of existing NLOC Internet Guidelines. It is suggested that a briefing be given annually at Branch/Division meetings citing this document as the authorized guide for Internet Use. Copies of this policy shall be posted on all official Navy League web sites.

The law and associated NLOC policies and guidelines regarding the use of the Internet are continually evolving. Users must ensure that they are aware of policies pertaining to the web sites they visit, as well as Federal and Provincial Laws pertaining to the various uses of the Internet. Information on Federal and Provincial laws may be obtained through the ISP for the Internet Account. The most current information on NLOC Guidelines may be obtained from the National Office.

12. Authorized Spokespersons

The NLOC has authorized spokespersons to speak on matters of public concern. Therefore unauthorized members should not comment on such matters before the public or publish their views on these matters on the Internet. Members shall not express personal views on public issues where that could impair their actual or perceived neutrality, impartiality, fairness, integrity, or loyalty toward the NLOC. Users shall avoid representing their personal views as being those of the NLOC.

13. Official NLOC Web site

.1 Authorisation

A web site represents a very useful tool for attracting new members and for informing people of activities.

A formal request for establishing a presence on the Internet must be forwarded to, and authorized by, the National Council Communications Committee to ensure conformity and standards.

Once a Division/Branch/Corps web site has been officially authorized and established, the Division and/or Branch Presidents, or Corps Commanding Officers, shall be responsible to ensure its proper content development, update, management and security, in accordance with NLOC policies and guidelines.

.2 Content

The content of the official NLOC Web site must reflect the vision, values and good taste of the NLOC and abide by its policies of the NLOC. It must not contain images or any material that might be offensive or contrary to the NLOC traditions, or tarnish the image of the NLOC and its individual members.

See Annex A for a description of a cceptable and unacceptable content for the official NLOC Web site.

.3 Webmaster

Division/Branch/Corps Webmasters, as designated and supervised by their respective presidents and/or Corps Commanding Officers, shall be responsible for the content and technical development, and the management and security of their web site.

.4 Official Languages

All contents of the Official Web Site will be posted in both official languages. Where translation of documents is not possible, an abstract of the document must be posted in both languages. Content in both languages must be posted to the web site simultaneously.

ANNEX A: Content – Official Web Sites

The Following list describes acceptable and unacceptable elements of content for official NLOC web sites.

Must Include

Vision of the NLOC;

Corps, Branch, Division name

Corps, Branch, Division location;

Reliable contact and phone number;

Corps, Branch, Division postal address;

Corps, Branch, Division e-mail address (or link to the Webmaster);

Link to the NLOC Web Site (www.navyleague.ca);

Official disclaimer as provided in the current document; and,

Acknowledgement of use of material for which proper authorization has been granted (icons, images, backgrounds, clipart, etc.).

May Include

Corps emblem and motto;

Corps, Branch, Division history;

Corps crest;

Staff listing;

Pictures of Corps, Branch or Division activities;

Information on Corps sponsors and their emblems;

Links to authorized cadet-related web sites as defined in the current document;

Links to interesting external sites.

Shall Not Include

Anyone's name and personal information unless specifically authorized by the concerned individual;

Either the CF's or DND's logo unless specifically authorized by the applicable RCO;

Weekly schedule of events unless the Corps CO, Branch/Division President ensures that the content will be kept current;

Other high maintenance information that requires frequent updating, unless there is someone dedicated to keep it current.

Any material which may be considered offensive, and which may potentially damage the image and reputation of the NLOC. Any links to external sites containing such material;

Any material which might potentially damage the reputation of any individual or groups of individuals; and,

Any material for which proper authorization is required but has not yet been granted.