



RESOURCE INF-012G

Website Operation Guideline

Purpose

The purpose of this guideline is to establish guidance with respect to communication and updates of Coast Mountain College's (CMTN's) public-facing website.

Protecting the information on and within the CMTN website, with the same safety and confidentiality standards used in the transaction of all College business, is vital to CMTN's success.

Overview

The CMTN website provides information to members, potential members, and non-members regarding the College. It is designed to allow members to transact business with CMTN and assist non-members with information on how to join the College. CMTN's website may provide links to websites, outside its website, that also serve this purpose.

Definitions

None

Scope

This guideline applies to the CMTN website.

Details

To be successful, the CMTN website requires a collaborative, proactive approach by the stakeholders. All stakeholders share the same broad goals and objectives:

- support the goals and key initiatives of CMTN
- develop content that is member-focused, relevant, and valuable, while ensuring the best possible presentation, navigation, interactivity, and accuracy
- promote a consistent image and identity to enhance marketing effectiveness
- periodically assess the effectiveness of web pages.

Responsibility

The Marketing Department and the Executive Director, External Relations are responsible for the website content and ensuring that materials meet legal and policy requirements.

The IT Department is responsible for the security, functionality, and infrastructure of the website. The System Administrators will monitor the CMTN website for response time and to resolve any issues encountered. The Core System Analyst will monitor the online banking program for outages and will open a case with the appropriate vendor to log the event.

Links

CMTN is not responsible for, and does not endorse, the information on any linked website, unless CMTN's website and/or this guideline state otherwise.

The following criteria will be used to decide whether to place specific links on the CMTN website. CMTN will place a link on the website if it serves the general purpose of CMTN's website and provides a benefit to its members.

CMTN's website will provide links to websites for:

- secure member transactions such as bill paying, home banking, and loan applications
- secure methods for members to receive information such as monthly statements
- ancillary services that are provided to members through third parties, such as ordering cheques, mortgage loan applications, identity theft protection.

The CMTN website contains a web link disclosure.

The CMTN website will not provide links to websites for:

- illegal or discriminatory activities
- candidates for local, provincial, or federal offices
- political organizations or other organizations advocating a political position on an issue
- individual or personal home pages.


Security

When a login is required, various forms of multi-factor authentication are implemented to ensure the privacy of member information and security of their transactions. This process is to be implemented for access to online banking.

The CMTN website, as well as linked sites, may read some information from the users' computers. The website or linked transactional websites may create and place cookies on the user's computer to ensure the user does not have to answer challenge questions when returning to the site. The multi-factor authentication process will still be required at the next login. This cookie will not contain personally identifying information and will not compromise the user's privacy or security.

Website Changes

Changes to the website will be executed by the CMTN Marketing Department, another trained and qualified employee, or a specialized firm or individual they may retain, and only with the explicit approval of the President & CEO or senior executive designated.

Website changes require two parties in order to implement. On an annual basis, the CMTN website is reviewed by a third-party compliance expert. At the time of any significant changes to the website, a compliance review will be conducted by the  Director of Fraud and Compliance, legal counsel, or another reputable third-party compliance expert.

Regulatory Compliance

The CMTN website must comply with all regulations dealing with security of member information.

At a minimum, the following disclosures will appear on the website:

- [ADM-003, Freedom of Information and Privacy Policy](#)
- Web Privacy
- statements and disclosures
- electronic funds transfer
- monthly billing rights/error resolution notice
- web links disclaimer.

Website Design

The CMTN website maintains a cohesive and professional appearance. While a sophisticated set of services is offered on the website, the goal is to maintain relatively simplistic navigation to ensure ease of use. Security on the website and protection of member information are given the highest priority in the layout and functionality of the site.

Related Policies, Guidelines, and Other Resources

- None