

<p>New York State Information Technology Policy</p>	<p>No: NYS-P08-003</p>
<p>IT Policy Name:</p> <p>Domain Names for State Government Agencies</p>	<p>Updated: 11/27/2012</p>
	<p>Issued By: NYS ITS State Chief Information Officer Director Office of IT Services Policy Owner: Customer Networking Solutions</p>

1.0 Purpose and Benefits of the Policy

The purpose of this Information Technology Policy is to provide information regarding the use of domain names by state government entities for websites exposed to the Internet as well as intranet-only sites. This policy assures the assigned domain names are unique worldwide and appropriately reflect New York State government services and major programs. The use of the “ny.gov” domain provides for branding New York State government services available on the Internet, and enables customers to readily recognize official New York State government entity websites.

2.0 Enterprise IT Policy Statement

All state government entity websites shall utilize a standard domain naming convention which is determined and enforced by the New York State Office of Information Technology Services.

2.1 Domain Naming Convention

All domain names must:

- Be easily understood and recognizable by the citizens of New York State;
- Clearly communicate the purpose of the site;
- Be easy to type and avoids using confusing characters such as using zeroes (0) in place of the letter “O” or the number one (1) in place of the letter “L” (l).

- Contain no less than 10 but no more than 26 characters¹, including the ny.gov portion of the domain name (the “dots” are considered characters and are counted)²;
- Contain letters, numbers and dashes (-), but no other special characters are allowed such as underscores (_) and blank spaces;
- Avoid the use of acronyms whenever possible, unless the acronym meets one of the following conditions:
 - a) The State government entity is commonly known by the acronym, or
 - b) The acronym represents a commonly known major program. Major programs may be multiple or single agency programs but widely known to the general public. This program naming option is not intended for small, targeted audience programs. Web pages for such smaller programs must be part of the [state government entities'](#) main domain name pages (e.g., www.health.ny.gov/flu); and
- Must not use general terms such as “licenses,” “recreation,” and “benefits” without an identifier because they do not represent a specific agency/program origin or service. For example, “DriversLicenses.ny.gov” would be allowed.

2.2 Naming Patterns

2.2.1 Naming Patterns Within ny.gov Domain:

Within the ny.gov domain, the allowed naming patterns are:

“agency_name”.ny.gov or
“program_name”.ny.gov or
“program_name”.“agency_name”.ny.gov or
“agency_name”.ny.gov/“program_name”

2.2.2 Naming Patterns within NYeNet Domain:

Within the NYeNet Intranet domain, the allowed naming patterns are:

Major Program	host.programname.nyenet
State	host.agencystate.nyenet
County	host.agencystate.co.countyname.nyenet
City	host.agencystate.ci.cityname.nyenet
Town	host.agencystate.to.townname.nyenet
Village	host.agencystate.vi.villagename.nyenet
Library	host.libraryname.lib.nyenet
Museum	host.museumname.mus.nyenet
Core Servers	servername.core.nyenet
Netegrity Server	ntgrty.core.nyenet
Directory Server	ldap.core.nyenet
Enterprise Service Bus	esb.agencystate.nyenet

¹ This is a technical restriction mandated by the dot-gov Registrar.

² Only applies to ny.gov domain

Content Management	cm.agencyname.state.nyenet
Workflow	wf.agencyname.state.nyenet

2.3 General Domain Requirements

In addition to the naming conventions, the following restrictions apply:

- 2.3.1 **No Non-Government Advertisements:** A dot-gov domain and the ny.gov sub-domain, may not be used to advertise for private individuals, firms, corporations, or imply in any way the federal or state government endorses or favors any specific commercial product, commodity or service.
- 2.3.2 **No Political or Campaign Information:** The dot-gov domain, and the ny.gov sub-domain, is for the sole operation of government, not for political, political party or campaign environment. No campaigning can be conducted with dot-gov domains. No dot-gov website may link, directly or indirectly, or refer to websites created or operated by a campaign or any campaign entity or political or campaign committee. Political sites, party names or party acronyms cannot be used.
- 2.3.3 **Two-Year Eligibility Period:** All .gov domains are registered for a 2-year period. During this period, a review of eligibility and administrative information is required. If necessary, the dot-gov Registrar will contact the Administrative Point of Contact (APOC) for domains. APOC information **MUST** be kept current. The dot-gov Registrar may request an updated authorization letter, updated Domain Name Server (DNS) information, or other information. This information enables the federal government to ensure dot-gov domains provide secure, official websites and promote the best possible service to the general public.
- 2.3.4 **Link Change Notification:** When a link on a .gov domain makes the user leave a .gov website, a notification or screen must alert users that they are leaving the official .gov page. Also, this notification or screen is required when leaving a ny.gov page for a page or website not in the ny.gov domain.

3.0 Scope of the Policy

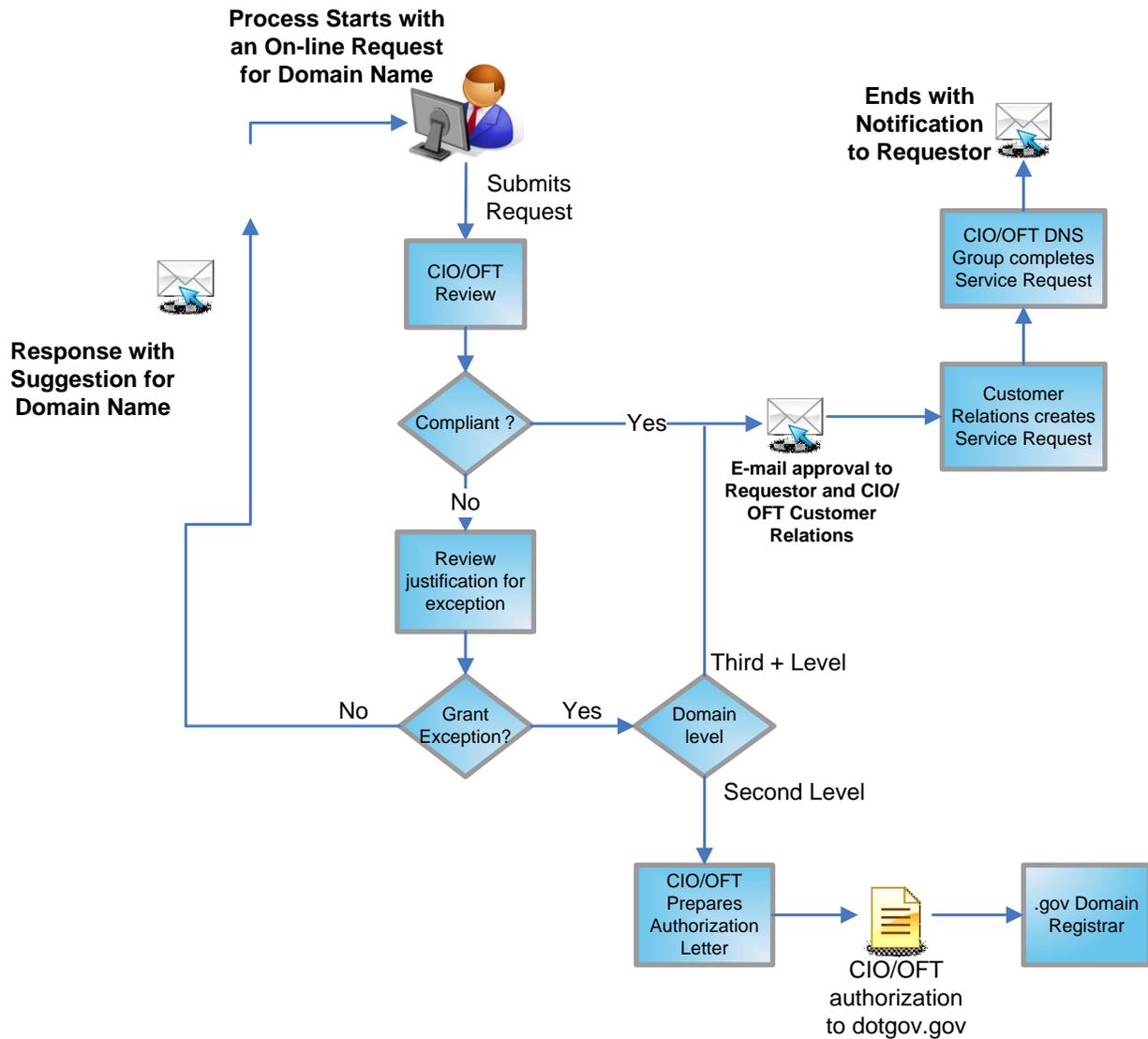
This information technology policy applies to all state government entities within New York State with public-facing websites, ITS customers with applications on the NYeNet, and as required under federal and state government rules.

4.0 Procedure to Request a Domain Name

State government entities must complete and submit an on-line request for the requested domain name at: <http://www.cio.ny.gov/forms/SupFrmDotGovDomainReq.htm>.

ITS will review and respond to all requests within five (5) business days. The appropriate ITS Customer Relations Manager submits a Service Request ticket to initiate the work required for set up.

Figure 1: Domain Name Request Process



5.0 Compliance Schedule

5.1 New York State Government Entity Compliance

- Effective immediately, all new requests for state government entity Internet websites, and requests for domain names for NYeNet sites shall use domain names as described within this policy. Any domain names approved and deployed prior to this policy’s official release date shall be considered in compliance until instructed otherwise by the NYS CIO and Director of ITS.

- By December 31, 2011, the following is required by all state government entities to be in compliance:
 - Use of a ny.gov domain name for the state government entity's main public web site;
 - Use of either www.ny.gov or the ITS approved ny.gov domain name for the primary website name must be provided on all documents, publications, correspondence, and public service information for the state government entity.
 - While not required, it is recommended that state government entities secure other top-level domain names (i.e. ny.com, ny.org, ny.net) that are similar to their approved ny.gov URL to prevent inappropriate and unauthorized use. State government entities are not allowed to use the alternate domain names in any marketing materials or publications. Redirects should be used to redirect users to the correct URL as well as providing a notification to the visitor as to the correct URL.
- Redirecting visitors to legacy sites not using ny.gov may continue until the state government entity completes a full migration to the ny.gov domain(s) or until December 31, 2011, whichever comes first. When the migration is complete, state government entities must retire their legacy domain names immediately.

5.2 Federal Government compliance

Part 102-173.95 of the Code of Federal Regulations (CFR), Internet GOV Domain, states organizations that operate websites that are not in compliance with the conditions of use may have their domain name terminated.

Part 102-173.90 of the CFR, Internet GOV Domain, states that GSA reserves the right to deny use of domain names that are not in compliance with the CFR.

6.0 Authority

Section 2 of Executive Order No. 117 provides the New York State Chief Information Officer, who also serves as Director of the NYS Office of Information Technology Services, the authority to oversee, direct and coordinate the establishment of information technology policies, protocols and standards for State government, including hardware, software, security and business re-engineering. Details regarding this authority can be found in NYS ITS Policy [NYS-P08-002, Authority to Establish State Enterprise Information \(IT\) Policy, Standards and Guidelines](#).

NYS ITS has secured the domain "ny.gov" for New York State government entity use, under Federal Management Regulation – 41 CFR Part 102 – 103. Further information can be found in CFR Part 102 – 103 at <http://edocket.access.gpo.gov/2003/03-7413.htm>.

7.0 Definitions

A complete listing of defined terms for NYS Information Technology Policies, Standards, and Best Practice Guidelines is available in the "NYS Information Technology Policies, Standards, and Best Practice Guidelines Glossary (<http://www.cio.state.ny.us/policy/glossary.htm>)."

Terms of particular relevance to this policy are presented below:

- Domain:** A region of jurisdiction on the World Wide Web (Internet) for naming assignment. The General Services Administration is responsible for registrations in the dot-gov domain, and has delegated this authority to the NYS CIO and Director of OFT for all state government entities.
- Domain Name:** A name assigned to an Internet server, requested from ITS by a state government entity.
- State Government Entity:** State Government Entity shall have the same meaning as defined in [Executive Order No. 117](#), first referenced above; and shall include all state agencies, departments, offices, divisions, boards, bureaus, commissions and other entities over which the Governor has executive power and the State University of New York, City University of New York and all public benefit corporations the heads of which are appointed by the Governor; provided, however, that universities shall be included within this definition to the extent of business and administrative functions of such universities common to State government.

8.0 Contact Information

Submit all inquiries and future suggestions regarding this policy to:

**Attention: Policy Owner
Customer Networking Solutions
NYS Office of Information Technology Services
State Capitol, ESP, P.O. Box 2062
Albany, NY 12220**

Questions may also be directed to your ITS Customer Relations Manager at:
Customer.Relations@cio.ny.gov

The State of New York Enterprise IT Policies may be found at the following website:
<http://www.its.ny.gov/tables/technologypolicyindex.htm>

9.0 Revision History

Date	Description of Change
10/27/2008	Original Policy Release
05/17/2010	Section 2.3.4 revised to remove suggestion of splash page or pop up so that agencies are not instructed on a particular technology or method in meeting the requirement. This will also remove any conflict with the NYS

	P08-005 Accessibility of Web Based Information & Applications which requires that any instructions or alerts be readable by screen readers for the blind and visually impaired.
05/17/2012	Scheduled Policy Review
09/12/2012	Reformatted and updated to reflect current CIO, agency name, logo and style.
11/27/2012	Republished
11/27/2014	Review Scheduled