

Troop 755 Website and E-mail Policy

1. **Purpose** – *The Troop 755 Website and E-Mail Policy* is established to govern the creation, use, and on-going operation of a troop website (or websites) and E-mail service, with the sole purpose of enhancing and promoting the operation of Troop 755 and helping to achieve the vision and goals of the Boy Scouts of America. For the purposes of this policy, "Troop 755" refers to Troop 755, Northville, Michigan, chartered by the First Presbyterian Church of Northville.
2. **Authority** – *The Troop 755 Website and E-Mail Policy* is created in the context of all related policies by the Boy Scouts of America, the Detroit Area Council, and the Sunset District. In all cases where this policy differs with that stated by the above, the above policies will prevail. The Troop 755 website shall be the responsibility of an adult volunteer who must be registered with Troop 755 and Boy Scouts of America. This adult will administer and manage the Troop 755 e-mail program and website under the guidance and direction of the Scoutmaster, Committee Chair, and Troop Committee. This individual's name will be submitted to the Detroit Area Council in accordance with its internet policy.
3. **Policy Revisions and Amendments** – All revisions and amendments to this policy must be approved by the Troop 755 Committee. Proposals for amendments and revisions shall be directed to the Webmaster.
4. **Notification** – This policy will be posted at all times on the Troop 755 website.
5. **Definitions**
 - 5.1 **Scouter** – A committee member or registered adult leader of Troop 755.
 - 5.2 **Scout** – A registered youth member of Troop 755.
 - 5.3 **Webmaster** – A registered adult leader designated to administer this policy.
 - 5.4 **Personal E-mail Address** – An e-mail address obtained Scout or Scouter's personally obtained e-mail address
 - 5.5 **Account** – Troop755.org e-mail account.
 - 5.6 **Editor(s)** – One or more registered adult leaders or senior Scouts designated to have responsibility for a specific portion of the Troop 755 website.
 - 5.7 **User(s)** – People who visit and use Troop 755 website(s) that are not designated as Webmaster or an Editor.
 - 5.8 **Content** – includes, but not limited to, articles, graphical images, interactive applications, audio clips, and video clips (collectively referred to as "Content").
 - 5.9 Other common definitions can be found in BSA Publications.
6. **General Policies & Guidelines**
 - 6.1 **Copyright** – Troop 755 shall not distribute or use copyrighted material without permission from the original creator. The Boy Scouts of America generally grant limited privileges to Scouts and Scouters on a blanket basis. Please consult the BSA website for further information. For other copyright privileges please contact the publisher or owner. All original content created by Troop 755 youth Scouts and adult Scouters is copyrighted accordingly: © 2000, © 2006 Troop 755, Northville, Michigan BSA
 - 6.2 **Passwords** – Ultimately, the User is solely responsible for maintaining the security of passwords and/or any personal information used in conjunction with Troop 755 E-mail accounts and/or websites.
 - 6.3 **Privacy and Parental Consent** – Troop 755 requires that youth Scouts obtain permission from their parents before electronically providing any data about themselves or their families via the Internet.

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6.4 **Errors and Omissions** – Troop 755 is providing a website and all related Content on an "as is" basis and makes no representations or warranties of any kind with respect to this website, the Content or any website that is hyperlinked to or from the Troop 755 website. Troop 755 assumes no liability or responsibility for any errors or omissions in the information.

7. E-mail

7.1 **Troop 755 E-mail Service** – For specific, agreed-upon Troop uses, Troop 755 will provide an e-mail account to Scouts and Scouters. Scouts and Scouters are responsible for obtaining access to the Internet in order to utilize this service. Access can be obtained through multiple providers including an Internet Service Provider (ISP), local libraries, or schools. Scouts and Scouters must not violate the terms of their agreements with their internet provider while using the Troop755 e-mail service.

7.2 **Generic Accounts** – To maintain personal privacy and to protect the interests of Troop 755 and its members, Troop 755 shall only provide "generic" e-mail addresses to Scouts and Scouters e.g. webmaster@troop755.org or scoutmaster@troop755.org. Exceptions to this policy should be directed to the Webmaster who will review such requests with the Committee Chair and/or the Committee as appropriate.

7.3 **E-mail Forwarding** – Scouts and Scouters may choose to access their e-mail directly via an account provided to them by Troop 755 or they may choose to have their e-mail forwarded to a Personal E-mail Address.

7.4 **Requesting E-Mail Accounts** – To request a Troop 755 e-mail address, the following information should be forwarded to the Webmaster via e-mail:

7.4.1 Name and Phone Number of Scout or Scouter

7.4.2 Duties To Be Performed -- Email addresses should contain some element of the Scouter's responsibilities to identify a clear connection with Troop 755. For example, e-mail addresses like experience@troop755.org would identify the Scouter as the Program Leader for the Experienced Scout Program.

7.4.3 For exceptions to 7.2, requests should note whether a unique e-mail address "by name" is desired. Troop 755 shall use the following format for creating e-mail addresses by name: firstname-lastname@troop755.org .

7.4.4 Options – E-mail accounts can be set up with the following options at the discretion of the requestor:

A. E-mail can be forwarded or redirected to a personal e-mail address.

B. Web-based e-mail access can be provided.

C. SMTP and POP access can be provided to read Troop 755 e-mail via Outlook or Outlook Express.

7.5 **E-mail for Youth Scouts** – Scouts will be provided e-mail accounts for the purposes below and are conditional on Scoutmaster and parental permission. In all cases, parents are responsible and liable for their Scout's behavior and conduct on the Internet.

7.5.1 Troop Youth Leadership Positions – Examples include SPL, ASPL, Troop Scribe, Venture Crew Leader, and Unit OA Representative, as determined and approved by the Scoutmaster.

7.5.2 Life Scouts Completing Eagle Service Projects – Requests should be submitted by the Eagle Scout Program Leader. Upon earning the rank of Eagle Scout the e-mail account shall be terminated.

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- 7.5.3 Other – Any other Scout use as approved by the Scoutmaster or Committee Chair.
- 7.6 **Mailing Lists** – Troop 755 shall provide capability to maintain mailing lists to enhance and ease Troop communications.
- 7.6.1 Mailing lists shall be used only for Troop 755 communications.
- 7.6.2 Inclusion on any mailing lists is voluntary.
- 7.6.3 Issues regarding mailing lists shall be directed to webmaster@troop755.org and not the web hosting service provider.
- 7.6.4 The Webmaster is responsible for creating and moderating all mailing lists and can delegate such duties to other adult Scouters as appropriate. All requests to be added or removed from Troop 755 mailing lists must be made by Scouts or Scouters using the e-mail address that is to be added or removed.
- 7.7 **E-mail Conduct** – All Scouts and Scouters shall follow the rules below when using the Troop 755 E-mail Service:
- 7.7.1 Troop 755 e-mail accounts and mailing lists are to be used only for Troop 755 and Boy Scouts of America communications.
- 7.7.2 Content of all messages shall be consistent with the Scout Oath and Law.
- 7.7.3 When using a Troop 755 e-mail address, e-mail recipients will assume you are acting as a representative of Troop 755. Scouts and Scouters shall set the example in sustaining a positive image for Troop 755.
- 7.7.4 In order to minimize storage costs, Scouts and Scouters shall either download messages to local programs like Microsoft Outlook or they shall login to their web-based e-mail accounts regularly to minimize storage of e-mails on the central server.
- 7.7.5 Under no circumstances shall Scouts or Scouters send unsolicited e-mail (including SPAM e-mail) to others.
- 7.7.6 When sending or forwarding e-mail containing Troop 755 addresses or personal e-mail addresses of Troop 755 members, it is requested that users remove such addresses prior to forwarding.
- 7.7.7 Under no circumstances shall Scouts or Scouters use Troop 755 addresses for registering on other internet websites. Exceptions to this policy shall be granted by the webmaster on a case by case basis.
- 7.7.8 Troop 755 e-mail accounts shall be terminated for a violation of these policies.

8. Troop 755 Websites

- 8.1 **Representation** – All Troop 755 websites explicitly represent Troop 755 only and do not represent the Detroit Area Council or Boy Scouts of America. The following disclaimer shall appear in an appropriate location on all websites: *“Units as well as youth and adult members do not represent or serve as agents of the Boy Scouts of America or the Detroit Area Council or Troop 755, Northville, when disseminating information over the Internet.”*
- 8.2 **Endorsement** – The Webmaster is responsible for securing certification and endorsement of all websites by Detroit Area Council and requesting links to all Troop 755 websites from www.dacbsa.org .

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- 8.3 **Council Guidelines** – Troop 755 shall create websites that are consistent with Detroit Area Council guidelines to ensure designation as an "Approved Council Website."
- 8.4 **Responsibility** – Troop 755, through the actions of the Webmaster, shall have direct control over the content of all Troop 755 websites.
- 8.4.1 **Site Ownership** – All Troop 755 websites are wholly owned by Troop 755, an organization chartered by First Presbyterian Church of Northville. The Troop's membership and the general public regard Troop 755 websites as an authorized publication of the Troop.
- 8.4.2 **Site Hosting** – The Webmaster shall make arrangements for website hosting and will maintain control of the domain name, site content, and server space. All Content generated by Troop 755 is owned by the Troop and not the hosting service provider.
- 8.4.3 **Access Control** – The Webmaster shall control access to all Content on the Website by maintaining administrative access (FTP, telnet, etc.) to the files on the web server as well as to the programmatic interface that provides the ability to add or edit content on the website and its ancillary services.
- 8.5 **Appropriate Content** – All website Content shall be appropriate and consistent with the Spirit of Scouting.
- 8.5.1 **Public Content** – This includes all content of the Troop 755 website provided to generate public interest in the Troop's programs, activities, and community involvement. This also includes information on how to join the Troop and the Boy Scouts of America.
- 8.5.2 **Troop Content** – This includes all content required to support the operational and administrative requirements of the Troop.
- 8.5.3 **Non-Exclusivity** – The Troop 755 website is not an exclusive provider of Troop content and does not replace other sources of such content.
- 8.5.4 **Governance** – The Webmaster, acting on behalf of the Troop Committee, the Committee Chair, and the Scoutmaster, governs the creation of content for the Troop 755 website. All materials destined for the website shall be reviewed and approved by Webmaster before they are published. All website content is subject to Scoutmaster and Troop Committee oversight.
- 8.5.5 **Document Format** – Virtually all documents that are used to conduct Troop business will be stored on the website exclusively in PDF format. PowerPoint presentations will be stored either in PDF format or in "slide show" format. Documents e-mailed to the Webmaster at webmaster@troop755.org will be converted to PDF prior to downloading.
- 8.5.6 **Scout Created Content** – Scouters and especially Scouts are encouraged to develop and submit files and programs containing text and graphics for inclusion on the Troop website. Troop and Patrol Scribes are specifically encouraged to submit information on patrol and Troop events. The Webmaster will assess what and where to place submitted content with the Scoutmaster and Troop Committee providing oversight.
- 8.5.7 **Links To BSA Websites** – Troop 755 shall place links to District, Council, and National websites on its website.
- 8.5.8 **Third-Party "Scouting" Sites** – There are numerous Scouting-oriented sites on the Internet that are not maintained or authorized by the BSA. In order to avoid appearing to endorse these sites the following disclaimer will be made on the web page anytime that there is a link to a third-party "scouting" site: *"Some of the links above which refer to unofficial scouting resources are provided for information purposes only and are not endorsed by the Detroit Area Council or Boy Scouts of America or Troop 755, Northville, Michigan. In some cases, the information provided may be out-of-date, misleading or incorrect."*

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- 8.5.9 Third-Party Content – If Troop 755 wishes to provide Content (text, photographs, illustrations, design, or programming) that is not developed by the Troop or by third parties under the terms of a contract or agreement with the Troop, written permission must be obtained from the owner of such content. Written permission must be provided in a letter that explicitly states that the owner will permit the Troop or BSA to use the material, including the duration for which the permission is granted, the medium in which the reproduction may occur, and any restrictions that are required.
- 8.5.10 Link Registration – Troop 755 will seek registration of its website(s) as deemed necessary to promote Troop 755. Registration aids in directing new members, supporters, friends, other troops, and other organizations to Troop 755 in support of the vision and goal of Scouting.

8.6 Photographs

- 8.6.1 Talent Release – Photographs and stories and/or articles about Scouts and Scouters shall not be published on the Troop 755 website without an appropriate "[Talent Release](#)" from each individual in the photo or story. This release is signed by the Scout's parents or the Scouter themselves when they join Troop 755 BSA each year.
- 8.6.2 Permission to Use – Troop 755 will publish photographs owned by Troop 755 or have received permission to reproduce. Permission is granted by the adult Scouter who took the photographs or the parent of a youth Scout who took the photographs.
- 8.6.3 Identification of Photographs – Troop 755 has the following two policies regarding the use of names to identify people within photographs:
 - A. For all Scouts (under 18), Troop 755 shall only publish the first name and the first letter of the Scout's last name when associated with a published photograph. Exceptions to this policy must be approved in writing by the Scout's parents.
 - B. Eagle Scouts -- Since earning the rank of Eagle Scout is a community and public event, there is high likelihood the youth will appear in other publications. Consequently, first and last names will be published with photos unless the Scout's parents object in writing.

8.7 Interactive User Supplied Content

- 8.7.1 Authorization – The creation of interactive website capabilities (e.g. message boards, forums, chat rooms, recipe or photo exchanges), in which users may post "messages" and/or create content interactively, must be approved by the Troop Committee.
- 8.7.2 Identification -- All User Supplied Content shall be easily identifiable by either a UserID or an e-mail address of the posting User.
- 8.7.3 License / Ownership -- Users who provide such content implicitly shall grant Troop 755 a royalty-free, perpetual, irrevocable, non-exclusive right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, communicate to the public, perform and display the content (in whole or in part) worldwide and/or to incorporate it in other works in any form, media, or technology now known or later developed, for the full term of any rights that may exist in such content. You also permit any other user to access, display, view, store, and reproduce such content for personal use.
- 8.7.4 Governance – The Webmaster has sole responsibility for ensuring that (A) all User Supplied Content meets this Website policy and (B) for developing access and control processes to ensure that User Supplied Content always remains consistent with this policy.

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- 8.8 **Inappropriate Content** – Troop 755 website(s) shall not contain links to any site that contain material that is not appropriate to the Scouting movement.
- 8.8.1 External Links – Troop 755 will provide links to websites that provide content that is appropriate to the Scouting movement. All links shall be provided with the following disclaimer displayed appropriately on the site:
- “These links above are provided for information purposes only and are not endorsed by the Detroit Area Council; Boy Scouts of America; or Troop 755, Northville, Michigan. In some cases, the information provided may be out of date, misleading or incorrect.”*
- 8.8.2 Link Governance – The Webmaster, acting on behalf of the Committee Chair and the Troop 755 Committee, has ultimate responsibility for determining whether links to third-party content is appropriate and safe.
- 8.8.3 Third-Party Commercial Sites – While commercial websites often provide valuable information of a non-commercial nature, Troop 755's links to such sites do not imply an endorsement or recommendation of any kind regarding the products and services offered on these websites. Links to third-party commercial sites shall be embedded in a sentence that describes the purpose for Troop 755 making such a link. For example: *“The [XYZ Boot Company](#) provides excellent advice for avoiding hiking injuries.”* All links to third-party commercial sites shall also be displayed with the disclaimer listed in Section 8.6.1.
- 8.9 **Advertising** – Troop 755 shall not publish advertising of any kind on its websites.
- 8.9.1 Fund Raising -- Use of the Internet for Troop fund-raising is subject to the same policies and procedures as other fund-raising activities.
- 8.9.2 Website Awards and Certification – A number of organizations offer "awards" or "certification" for "high quality" websites. These "awards" often require the honoree to display a URL or provide a click-through link that promotes the grantor's site. All such requests to display such awards on the Troop 755 website must be approved by the Committee.
- 8.10 **Electronic Commerce** – Proposals to conduct electronic commerce via Troop 755's website(s) must be approved in advance by the Committee.
- 8.10.1 BSA Supply Division Merchandise and Competing Products – Organizations other than BSA Supply Division are prohibited from engaging in the sale of BSA Supply Division merchandise or competing products via the Internet.
- 8.10.2 Non-Competing Products – Electronic sales of items other than Supply Division merchandise or competing products is not prohibited. All proposals to conduct electronic commerce through Troop 755's website(s) must be approved in advance by the Committee.
- 8.11 **BSA Publications**
- 8.11.1 National Council Publications – Any publication currently for sale through the Supply Division shall not be replicated on the Troop 755 website.
- 8.11.2 Exceptions – Certain exceptions to this rule are allowed so that certain Supply Division forms (e.g. medical forms, tour permits, certain applications, etc.) can be made available on the Troop 755 website. It is the Webmaster's sole responsibility to ensure that all of these exceptions are adhered to and approved by the District and National Council.
- 8.11.3 Boys' Life and Scouting Magazines – Content from these magazines shall not be reproduced on Troop 755 Website(s) without first obtaining permission from the Magazine Division. Use of HTML "frames" technology to include magazine pages from the National Council site into a site is permitted; however, magazine files or text excerpts and/or images shall never be copied

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without explicit permission from BSA. It is the Webmaster's sole responsibility to ensure that this policy is being adhered to.

8.12 Intellectual Property

- 8.12.1 Original Content – All original website content (including but not limited to overall website design, articles, graphical images, software, interactive applications, audio clips, and video clips) is owned and copyrighted by Troop 755 and is protected by U.S. and international copyright laws. This content may be freely copied and distributed solely for the benefit of the Scouting community or solely for personal non-commercial use as appropriate. There shall be no charge for Troop 755 content except for situations that require Troop 755 to incur cost in order to provide such content. All content that is used by other BSA organizations shall reference Troop 755 as the owner of this content and proper copyright markings must be provided.
- 8.12.2 Reproduced or Repurposed Content – Non-original Content that is not considered Troop 755 owned content per 8.10.1 above is considered "third party content" that has been reproduced and/or repurposed with permission from the appropriate content owner(s).
- 8.12.3 Copyright Statement – The following statement shall appear in a conspicuous location at the site entrance:
- © 2000, © 2006 Troop 755, Northville, Michigan BSA
- 8.12.4 E-mail – All e-mail sent to the Webmaster and/or Editors is the property of Troop755 and may be edited and posted on the website as appropriate.
- 8.12.5 Permissions – All requests for licensing, reprints and/or other usage of material on Troop755 websites should be addressed to webmaster@troop755.org. The Webmaster, at the advice and consent of the Committee, has sole responsibility for granting permission for use of Troop 755 content.
- 8.12.6 Software – All software used on Troop755 website(s) is the property the Troop 755 either by rights as the original owner or by licenses that have been obtained by Troop 755.
- 8.12.7 Trademarks – All trademarks, service marks, and trade names (collectively the "Marks") are proprietary to Troop 755, or other respective owners that have granted Troop 755 the right and license to use such Marks.
- 8.12.8 Errors and Omissions – Troop 755 is providing its website(s) and all related content on an "as is" basis and makes no representations or warranties of any kind. Troop 755 assumes no liability or responsibility for any errors or omissions in the content provided on its website(s).

9. Privacy

- 9.1 **FTC Guidelines** – Troop 755 endorses The Federal Trade Commission's recommendations for charities and companies that collect personal information from online visitors, known as "fair information practices":
- 9.1.1 Notification – Visitors to the website should be notified as to what personal information is being gathered, how that information is used by the organization, and with what third parties, if any, the organization will share it.
- 9.1.2 Choice – Visitors should be provided with a means by which to contact the organization or take other actions to ensure that their personal information is not shared, if they so choose.
- 9.1.3 Security – Users of the site should be notified of the means by which the organization protects personal information, including protection from any misuse, alteration, or access by

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unauthorized users. Organizations should strive to ensure that the same level of privacy protection is extended by any third parties with whom they share individuals' personal information.

- 9.1.4 Access – Website users should have reasonable access to any personal information about themselves that the organization holds, as well as a means of correcting or amending the information if it is inaccurate

9.2 Troop 755 Website Privacy Policy

- 9.2.1 Troop 755 respects the privacy, values, and concerns of all individuals and organizations and aims to conduct all of its website operations with the highest level of integrity consistent with the values of Boy Scouts of America.

- 9.2.2 Collecting Personal Information – Except when explicitly notified, Troop 755 will not collect personal information regarding any Users of its website(s). The main purpose of collecting personal information will be for website registration and electronic registration for Troop events.

- 9.2.3 Disclosing Information – Troop 755 shall not disclose any specific information about individual Users, including website usage information, to any outside organizations, without explicit consent of the User.

- 9.2.4 Website Visitor Data – For the purposes of improving the website and monitoring usage, Troop 755 may collect website certain usage information like the numbers and frequency of visitors to Troop 755 website(s). This information shall always be used and published on an "aggregate" or "troop-wide" basis.

- 9.2.5 Cookies – Troop 755 may use "cookies" to implement certain website features. Users may choose to reject setting cookies in their browser; however, this may cause certain website capabilities to not function. Troop 755 shall use "cookies" solely for the following purposes:

- A. To remember who the User is and to access User information (stored on Troop servers) in order to deliver a better and more personalized service.
- B. To track visits to a page and pages viewed. This information collected by cookies is used to determine the extent of repeat usage and to help format page organization based on user interests and access.
- C. Measure traffic patterns, e.g. which areas of Troop 755's website are visited frequently, etc.

- 9.2.6 Secure Areas – An account and password may be provided to Troop Officers, Scouters, Scouts, Parents or others as approved by the Committee, to ensure Content in one or more "secure" areas are viewed and used only by those authorized as necessary to fulfill their Troop function. Secure areas will exist to support administrative, operational and information needs.

- 9.3 **Contact Information** – Troop 755 may publish on its website(s) "contact information" to facilitate communications within the Troop. This information will only be published for specific reasons, e.g. there is a valid need for the Troop members or the public to speak directly with a given individual because of that person's role in the organization. Troop 755's policy addresses these groups separately:

- 9.3.1 Youth Participants and Parents – Contact information for youth participants and their parents will not be provided publicly on the Internet. Troop 755 may maintain contact information for youth participants and parents in a secure directory only accessible to the explicit members of the Troop Committee as required.

- 9.3.2 Adult Volunteers – Contact information for adult Scouters and other volunteers will be stored in a secure directory that is only accessible to other adult volunteers. Adult volunteers may have their contact information made publicly available at their sole discretion.