



Department of Information Technology
Enterprise Policy

TITLE: *Domain Name Management Policy*
POLICY NUMBER: *DoIT-361-4006-A Version 1.0*
POLICY OWNER: *DoIT Deputy Secretary Miller*
POLICY SPONSOR: *DoIT Secretary Ackley*

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1. AUTHORITY

1.1 Department of Information Technology Act, NMSA 9-27-1 et. seq. (1978)

2. REFERENCES

2.1 State Personnel Board Rule, 1 NMAC 1-7-11, Discipline

2.2 Information Technology Rule, NMAC 1-12-10 Internet, Intranet, Email, and Digital Network Usage

2.3 National Telecommunications and Information Administration, US Department of Commerce, Request for Comment (RFC) 1480

2.4 Federal Management Regulation (FMR) 41 CFR part 102—173. Section 102—173.35

3. PURPOSE:

This policy establishes conforming name protocols for URLs in the *gov* domain. Within this policy the authority for Information Technology for the State of New Mexico is defined to be the Office of the State Chief Information Officer.

The purpose of the Domain Name Management policy is to provide direction regarding Internet domain management, registration, and naming to ensure uniformity across State of New Mexico agencies.

Establishing and protecting the *newmexico.gov* brand ensures the citizens and customers of the State of New Mexico that they are using the official New Mexico State Government web site. It further assures that the policies and standards of the State of New Mexico are employed, including protections such as privacy, security and accessibility for all New Mexico citizens. Unmanaged use of domain names can

result in spoofed webpage sites, expired domain names and general confusion as to who is responsible for a site and its services.

This policy provides leadership and guidance to Executive Branch agencies and others with regard to domain names and the challenges inherent in maintaining a presence on the World Wide Web. It provides the blueprint and over-arching structure for a mechanism by which domain names can be centrally coordinated, facilitated, and managed. A desired outcome is a 'one-stop shop' designed to support State agencies in implementing the on-line business services of State government.

The *dotgov* domain provides the official and trusted Internet presence for governmental entities in the United States. By conforming to this national domain name approach the State of New Mexico is able to establish a responsible Internet presence that its citizens and others can rely on.

4. SCOPE

This policy is intended to manage the acquisition and use of all domain names by Executive Branch agencies and semi-autonomous State agencies irrespective of where their sites are hosted and Agencies from other New Mexico State government branches that are hosted on computer devices operated by the Department of Information Technology or that traverse the State's wide area network.

This policy permits and encourages cooperation with the other branches of New Mexico government in the coordination of domain name services. This cooperation includes municipalities and counties who elect to participate.

5. BACKGROUND

The Department of Information Technology, on behalf of the State of New Mexico, provides management and authorization for the use of *state.nm.us*, *newmexico.gov*, and *nm.gov* as domain names. Additionally, as the State's Chief Information Technology Officer (CIO), provides authorization to eligible entities seeking a *.gov* domain name in New Mexico.

The *state.nm.us* domain name in conformance with Internet technical document Request for Comment (RFC) 1480, prescribes conventions for naming Internet domains for state governments, counties, cities, libraries, and other entities located in the United States. Since 2002, the *.us* domain is available for any United States entity to purchase, and is no longer limited to government entities.

The State CIO manages the *newmexico.gov* domain name in accordance with the authority and naming convention provided to states in the Federal Management Regulation (FMR) 41 CFR part 102-173. Section 102-173.35 which authorizes states' Chief Information Officers (CIOs) to approve the use of the *.gov* domain.

To further strengthen New Mexico government brand recognition, *newmexico.gov* has been designated as the primary, outward-facing domain name for state agencies. Because the .gov Domain Naming System structure is exclusive to government use, public trust and citizen confidence will be strengthened in the knowledge that they are using an official New Mexico government website when accessing a *newmexico.gov* site.

6. DEFINITIONS

- 6.1 Agency: A department, commission, board, or institution of the State of New Mexico
- 6.2 CIO: Chief Information Officer
- 6.3 DoIT: Department of Information Technology
- 6.4 Domain: A region of jurisdiction on the Internet for naming assignment. The General Services Administration (GSA) is responsible for registrations in the dotgov domain.
- 6.5 Domain Name: A name assigned to an Internet server that locates the organization or entity on the Internet. The '.gov' part of the domain name reflects the governmental purpose of the organization. The '.gov' part is called the Top-Level Domain name. The Second-Level Domain name to the left of '.gov' identifies the governmental entity, in our case the State of New Mexico (i.e., *newmexico.gov*). Internet Domain Name servers have registries of Internet Protocol (IP) address numbers that related to the readable text name. These names are used to promote government services and to increase the ease of finding these services.
- 6.6 Domain Name System (DNS): DNS is a hierarchical distributed naming system for computers, services or any resource connected to the Internet or a private network. DNS translates easily memorized domain names to the numerical IP addresses needed for the purpose of locating computer services and devices worldwide.
- 6.7 Dotgov (GOV Domain Name Registration Service): Refers to the subscript of those domains ending with ".gov". The *dotgov* domain hosts only official, government sites at the federal-, state- and local-government levels. The *dotgov* domain provides the official and trusted Internet presence for these government entities.
- 6.8 Executive Branch: State of New Mexico Executive Branch
- 6.9 Namespace: A container for a set of identifiers which provides a level of indirection to specific identifiers, while retaining global uniqueness.

- 6.10 Relevant Agency Head: The agency Cabinet Secretary, Deputy Secretary, or Division Director
- 6.11 Second-level and Third-level domains - The domain name system is designed as a hierarchy. The root is the highest level of the hierarchy, followed by the top-level domain followed by the second-level domain, then the third level domain. For example: the second-level domain names are “newmexico.gov, nm.gov”; a third-level domain name is “state.nm.us”.
- 6.12 Semi-autonomous State Agency – An agency created by an act of the Legislative Branch that is not a part of the Executive Branch. This term does not include the Legislative Branch, Judicial Branch, Office of the Attorney General, Office of the Secretary of State, Office of the State Treasurer and Office of the State Auditor.
- 6.13 State: State of New Mexico
- 6.14 Top-level domain (TLD): A top-level domain represents the last part of a domain name. For example, the domain name "newmexico.gov", the TLD is ".gov". The domain name system is designed as a hierarchy. The root is the highest level of the hierarchy, followed by the top-level domain, then followed by the second-level domain.
- 6.15 URL: a uniform resource locator, a specific character string that constitutes a reference to a resource.
- 6.16 Spoofed Webpage: A website that is created, as a hoax, with the intention of misleading readers that the website has been created by a different person or organization. Normally, the spoofed website will adopt the design of the target website and sometimes has a similar URL.

7. POLICY

7.1 Management

- 7.1.1 The State CIO is responsible for authorizing and delegating third-level domains for *newmexico.gov* and fourth-level domains for *state.nm.us*.
- 7.1.2 The State CIO is responsible for the authorization of any *.gov* domain name requests. The General Services Administration (GSA) manages the registration services for the *.gov* domain throughout the U.S. The State CIO authorizes the request for any New Mexico *agency.gov* domain.

7.2 Registration

- 7.2.1 Upon request by a state agency, the State CIO will review, and if approved by the CIO, authorize and delegate the agency's requested domain name to serve as the third-level domain name for the *newmexico.gov* identifier.
- 7.2.2 If an agency determines a second-level *.gov* domain is necessary for the proper performance of an agency function, the CIO or IT Lead of the agency must submit a request with justification for the *.gov* domain to the State CIO. GSA requires the authorization of the State CIO prior to the issuance of a *.gov* domain.

7.3 Eligibility Period

- 7.3.1 A *newmexico.gov* domain name in conformance with the Domain Naming Convention in this policy will be registered for an indefinite term. Domain Names that are authorized but are in exception to the specified Domain Naming Convention are subject to periodic review.

7.4 Domain Naming Convention

- 7.4.1 For state agencies within the *newmexico.gov* domain, the standard agency designation must be its agency acronym, shown as *[agencyacronym].newmexico.gov*. Use of the agency name in lieu of the agency acronym may be considered provided the terminology is singularly unique to the agency and is recognizable by the public.

7.5 Domain Naming Convention Exceptions

- 7.5.1 Domain names that do not meet the prescribed Domain Naming Convention *[agencyacronym].newmexico.gov* or *[name].newmexico.gov* are considered exceptions to the policy. General terms such as "recreation," "benefits," or "eligibility" without a unique agency identifier are considered exceptions because they do not meet the policy naming convention and do not singularly represent a specific agency/program origin or service.
- 7.5.2 A relevant agency head or designee must approve the agency's request for a domain name that is an exception to the specified naming convention. An exception request must acknowledge that the requested domain name is not in conformance with the policy and must provide the name of the relevant agency head or designee who has approved the request. The State CIO consideration of an exception request will adhere to the Exception Request Process.
- 7.5.3 If an exception is approved, the agency must follow the same registration process for all domain names available.

8. PROCEDURES

Procedures for domain name approval are located in the DoIT Website.

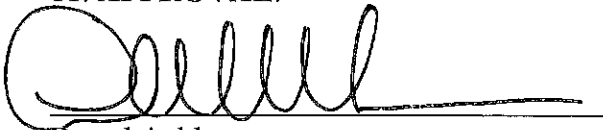
9. FORMS

Forms related to this policy may be found in the DoIT Website.

10. MANAGEMENT:

- 10.1 The State CIO may allow necessary changes or exceptions to this policy.
- 10.2 Appropriate and timely notification will be made regarding change(s) in policy or procedures, as deemed appropriate by the State CIO.
- 10.3 Each reported infraction of this policy will be handled on its own merit and may be subject to disciplinary action in conjunction with applicable agency and state rules and policies.
- 10.4 The DoIT will review this policy annually in accordance with the DoIT Policy Management Plan.

11. APPROVAL:



Darryl Ackley
Cabinet Secretary and State Chief Information Officer
Department of Information Technology

11 DEC 2014

Date