

Information Technology (IT) Committee  
Workbook and Guidelines



WSC Information Technology Committee (WSCITC)  
Includes Motions and Amendments Passed by the  
World Service Conference 2010

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## INTRODUCTION

The Internet Committee of the World Service Conference was established at the 1998 Conference to assist the C.A. fellowship in matters relating to the global communications phenomenon called “the Internet.” At the 2005 World Service Conference, the name was changed to Information Technologies Committee (WSCITC), to better fit the scope of emerging technologies. In order to fulfill this mission, the WSCITC has created this Workbook to assist and guide the entire C.A. service structure in the development of web sites that will ensure unity throughout the service structure.

The purpose of the committee is to serve as a resource for the C.A. service structure in areas of emerging technologies. In addition, we facilitate and assist Areas and Districts in approving their local web sites, so that they may have a link directly from the CAWSO web site. The IT Committee, on an ongoing basis, works on adapting available technologies to better carry the message of C.A., while always keeping in mind the Twelve Traditions and Twelve Concepts of C.A., C.A. policies, privacy, and security.

Social networking, blogging, micro-blogging, and other tools have emerged as daily communication methods for individual members. When using these tools, we need always be mindful to not use the C.A. logo, Cocaine Anonymous name, or other registered trademarks of C.A. (e.g., “C.A.”, “Hope, Faith and Courage”, “We’re Here and We’re Free”, etc.) and to be respectful of anonymity and other spiritual principles in accordance with the Twelve Traditions of C.A. It is further suggested that members refrain from posting on any of the tools mentioned above any photos and/or videos that identify any activity, entity or person as being associated with Cocaine Anonymous.

Although most are password protected, social networking web sites still publicly expose a great deal of personal information about the user. There are difficult and confusing issues to be navigated by the user not concerned with anonymity, let alone those of us in recovery. It is impossible to deny the tremendous possibility social networking sites present to aid us in carrying out our primary purpose, but our urge for progress should be tempered by methodical and deliberate consideration. The fact remains that social networking sites are public forums, and should be treated as such. The Eleventh Tradition reminds us that our names and pictures should not be broadcast, filmed, or publicly printed. While the final choice and ultimate responsibility of safeguarding the traditions rests with the individual, it should be noted that the spiritual principle of anonymity protects not only the member, but also the fellowship as a whole.

Nothing presented here specifically precludes a local District, Area, or Group from using these tools as part of their outreach; however, any such decision should be guided by group conscience, respect for our Traditions, and the effect upon the Fellowship as a whole. As such, it is suggested that decisions to adapt social networking and blogging tools for use by a local District, Area, or Group carrying the message be done only after careful deliberation and discussion within the Fellowship, including - if possible - the Regional Trustee.

Many groups, both in the real and virtual space, have begun exploring the possibilities of utilizing technologies for meeting via text based correspondence, teleconferencing, and/or video conferencing. Presently, two distinct classes of interactions exist. The first class can be defined as a connection where all endpoints can be accounted for by trusted servants (e.g., a joint meeting between two geographically distant groups). With this class, there is a level of assurance that no person or group is exposed to issues concerning a potential breach of the Eleventh Tradition. The other class, however, which is characterized by one or more connection endpoints that cannot be moderated by a trusted servant, may be subject to violations of the Eleventh Tradition (e.g., the recording/duplication of images, video, audio, or text and the possibility for them to be posted publicly). Therefore, it is suggested that at the start of any such meeting and/or at regular intervals, the following disclaimer be read or displayed:

“Due to the technologies being used for this meeting, a participant's anonymity, or the anonymity of others mentioned, could be compromised at a public level. The individual participants and our group as a whole have the responsibility to consider the potential implications, and our level of participation in this meeting. Our group conscience reminds us that Anonymity is the Spiritual Foundation of all our Traditions. Additionally, in the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution and as such does not endorse and is not affiliated with any of the specific technology providers utilized to facilitate this meeting.”

This Workbook consists of one main section containing the guidelines for Area and District web sites, and appendices containing specific World Service Office's policies. It is expected that this Workbook will change to cover other new developments as they arise in this rapidly changing environment. At this time, it is strongly recommended that groups and meetings use their Area or District web sites as their exclusive internet outlet.

Any new web sites not currently linked to CAWSO web site, or any concerns about existing web sites regarding possible compliance and/or non-compliance issues, should be emailed to [webservant@ca.org](mailto:webservant@ca.org). The committee will then review the web site for compliance in accordance with the WSCITC guidelines and forward any comments to the WSO and the WSBT.

WSO or WSBT are responsible for addressing any issues forwarded from the WSCITC.

## HOW TO SET UP AN INTERNET WEB SITE

Two basic items that are necessary for a C.A. Area or District web site are an Internet web site account and a person or committee willing to create and maintain the web site.

The web site account can be obtained from any number of vendors (i.e., from large national vendors to local “mom-and-pop” companies). The generic term for these providers, regardless of size, is “Internet Service Provider” or ISP.

Internet accounts come in several forms. The basic user account provides an internet connection and use of the Internet. It may or may not come with web space storage. If this kind of account is to be used for an Area page, it must include storage. For most Areas, 2GB (2 “gigabytes”) storage will be sufficient. Areas that use extensive graphics will need more space. As of 2009, accounts of this type typically cost \$10 per month. Because one will be using a modem to connect to this account directly, the ISP must provide a local phone number for access.

If your web person (traditionally called the “webservant”) already has ISP access, but does not have (or cannot use) existing web storage, a “web hosting account” might be a better choice. This kind of account does not provide dial-up access, but just the web space needed. In this case, since the webservant will be connecting to their existing local provider, the company providing web storage can be located nearly anywhere. This kind of account often costs \$10/month and is most commonly used for web sites.

Both of the above accounts typically result in web sites with addresses of the form [www.providersname.com/localca](http://www.providersname.com/localca) (e.g. [www.pcshost.com/cany](http://www.pcshost.com/cany)).

A somewhat more expensive solution, called “domain name service”, results in web sites with a personalized “domain name” (e.g. [www.localca.org](http://www.localca.org)). Some Areas prefer this type of account, because: 1) there is no inclusion of the ISP’s name in the address, and 2) the address is portable (i.e., if you change your ISP, the address remains the same).

Domain name accounts that provide both internet access and web space often cost \$30-\$40 per month. Domain name accounts alone cost \$5-\$20 per month. There is usually an additional setup cost for domain name accounts (Examples of domain names currently being used by C.A. Areas are: [ca4la.org](http://ca4la.org), [caofmn.com](http://caofmn.com), and [caofutah.com](http://caofutah.com)). The World Service Office has reserved the domain names [ca.org](http://ca.org), [cocaineanonymous.org](http://cocaineanonymous.org), and similar names for its own use.

When selecting a domain name, it is suggested that Areas pick a name easy to remember. Since many domain names are already in use, it is a good idea to have several possible choices in mind when applying for your domain. Domain registrars allow online inquiries to see if a given domain name is available. It is also suggested that, where possible, the domain name be registered such that the Area or District is listed as the “administrative contact”.

## **CONCERNING WEBSERVANT AND/OR INTERNET COMMITTEES**

The District or Area should take care in selecting the person that will create and/or maintain their web site (i.e., their webservant). Since the web site will sometimes be the first contact people have with C.A. in their Area, it is important that the web site be presentable. Further, because web sites are a form of public outreach, the webservant should be well versed in the Twelve Traditions. It is therefore strongly suggested that the webservant be a member of C.A. and have experience both in service work and in web site design.

It is further suggested that a member of the Area or District Board be assigned to monitor the web site, so as to maintain a link to the group conscience.

The District or Area is reminded that the web site needs to be maintained after it is constructed, since some things (e.g., events and meeting locations) may change from time to time.

It is suggested that at least two District or Area members, including the webservant, know all appropriate passwords or access details, and any domain names pertaining to the web site.

## A TYPICAL AREA WEB SITE

CAWSO's local area contact page contains links to many Area web sites. This page can be found at [www.ca.org/phones.html](http://www.ca.org/phones.html). It is suggested that Areas wishing to develop their own web site first review some of these sites. While there is great variation among Area/District web sites, nearly all contain most of the following content:

- The C.A. Preamble
- The Twelve Steps and Twelve Traditions of C.A.
- Current conference approved literature
- A local meeting schedule
- A local activities and/or events page
- Area contact information, including email, telephone, and mailing address
- Information regarding service committee meetings

There is other content, such as the C.A. logo and certain legal statements, which is required by CAWSO as a condition of having a link to your web site included on the CAWSO local Area contact page. These requirements are discussed in detail in the next section.

Additional content an Area may wish to include are selections from C.A.'s many pamphlets, illustrative graphics, links to other local C.A. web sites, convention information, and downloadable convention registration forms. However, this additional content should be carefully considered, so that the overall web site remains within C.A.'s Twelve Traditions. A later section will outline some things to be avoided.

CAWSO also has some content available for download (e.g., graphics, the C.A. logo, approved copyright and trademark statements, the current version of this document, and other useful information). These materials can also be obtained by emailing a request to [webservant@ca.org](mailto:webservant@ca.org).

Any web sites containing C.A. members' names, phone numbers, or email addresses, or displaying C.A. business reports or financial statements, need prior written approval from both the Area/District and the affected member(s). Additionally, when there is a need to distribute C.A. business or financial documents to members, it is suggested to utilize at least one secure access method (e.g., password protected site, etc.) in order to avoid C.A.'s name being drawn into public controversy, or any other potential violations of the Twelve Traditions of C.A.

The IT Committee will submit a quarterly report to the WSB Trustee assigned to the IT Committee. However, web sites change over time, and should there be any questions regarding something seen on a C.A. web site, please email [webservant@ca.org](mailto:webservant@ca.org).

## REQUIREMENTS FOR C.A. AREA/DISTRICT WEB SITES

All C.A. Area or District web sites must meet the following requirements in order to be considered for linking by the CAWSO:

- a) The Service Committee for the Area or District must have approved the web site, and the CAWSO must be contacted by an elected officer of the Area or District with a statement to this effect.
- b) A link to the email address of the Area's current webservant must be posted on the web site itself. This may be done in a way that obscures the individual's name, but the link must allow anyone to send email directly to the current webservant.
- c) Contact information for the Area must remain current so that any problem not resolvable by contacting the webservant can be resolved directly with the Area or District board.
- d) The official C.A. logo, unaltered except for color and size, must be present on the home page of the web site. The size of the logo must be large enough so that the "®" (which indicates a registered trademark) is visible, and the logo legible. This logo, as a computer file, is available from the World Service Office upon request.
- e) The current WSO-supplied disclaimer must be placed at the bottom of the home page of the web site (which is "Cocaine Anonymous is a Fellowship of, by, and for addicts seeking recovery. Friends and family of addicts should contact Co-Anon Family Groups, a Fellowship dedicated to their much different needs.")
- f) The current WSO-supplied trademark statement must be placed at the bottom of the home page, and any other page where the C.A. logo appears (which is: "This site Copyright © 1996-<current year> Cocaine Anonymous World Services, Inc. "C.A.", "Cocaine Anonymous" and the C.A. Logo are registered trademarks of Cocaine Anonymous World Services, Inc. All rights reserved.")
- g) The current WSO-supplied copyright statement, edited to include the Area or District name, and covering all material on the web site, must also appear on the home page (which is: "This World Wide Web site <your web site url. (Example: [www.yourarea.org](http://www.yourarea.org))> is a publication of Cocaine Anonymous® <you area or district>, Inc.. All material, including, without limitation, trademarks, copyrights and all other rights, presented or included herein, including all subsidiary pages, is registered, owned and/or copyrighted by <your area or district>. Permission is granted to download and store this material for individual, non-proprietary use only. All other rights are fully reserved. Cocaine Anonymous is not affiliated with Alcoholics Anonymous or any other similar organization.")
- h) Any page containing quotes from copyrighted C.A. literature must contain the current copyright notice, and identify the piece being quoted [however, the books "Hope, Faith & Courage" and "Hope, Faith & Courage II" are NOT available for online reprinting, and are not covered by this provision]. This current copyright notice is as follows:

"Cocaine Anonymous World Service Conference Approved Literature. Copyright © <year> Cocaine Anonymous World Services, Inc. "C.A.", "Cocaine Anonymous" and the C.A. logo are registered trademarks of Cocaine Anonymous World Services, Inc. All rights reserved."
- i) Area/District newsletters, personal stories, audio and video media must be approved by the Area/District and the Regional Trustee before posting on the Area/District web site.
- j) The following Disclaimer must be included on the bottom of the home page of any

C.A. web site, other than the CAWSO website: “Some of the items contained in these pages are published with permission of C.A. World Services, Inc., but this does not imply endorsement of this web site by the C.A. World Service Conference or the C.A. World Service Office. The information provided within this web site is intended to be a convenience for those who visit our web site. Such inclusion does not constitute or imply any endorsement by, or affiliation with, the <your local area> Area or the Districts within the Area.”

k) When utilizing any of the following:

- 1) Mapping Services for meetings and events (e.g., to give directions to a meeting location)
- 2) Online payment gateways (e.g., for the purposes of collecting donations or payments for events)

the following disclaimer should be included on the same page and in close proximity to the link, widget or form:

“In the spirit of Tradition Six, C.A. is not allied with any sect, denomination, politics, organization or institution. As such <your area/district/service committee> of Cocaine Anonymous and Cocaine Anonymous as a whole does not endorse and is not affiliated with <payment gateway/business name> or any of the companies and/or services offered on the <payment gateway/business name> site. Any links to external websites or services are only provided as a convenience to our members.”

## THINGS TO BE AVOIDED

The following items have been found to be in conflict with the Twelve Traditions, or otherwise harmful to Cocaine Anonymous as a whole, and must be avoided by Area and District web sites:

- a) Links to non-C.A. web sites must be avoided, including all of the following:
  - 1) Commercial web sites or any web site containing advertising, except for the following:
    - a) Mapping Services for meetings and events (e.g., to give directions to a meeting location), when accompanied by the disclaimer found in the Information Technology (IT) Workbook and Guidelines under the section entitled "REQUIREMENTS FOR C.A. AREA/DISTRICT WEB SITES", subsection k
    - b) Online payment gateways (e.g., for the purposes of collecting donations or payments for events), when accompanied by the disclaimer found in the Information Technology (IT) Workbook and Guidelines under the section entitled "REQUIREMENTS FOR C.A. AREA/DISTRICT WEB SITES", subsection k
  - 2) Government web sites
  - 3) Non-profit organizations web sites (whether involved in the field of recovery or not )
  - 4) Recovery houses, hospitals, and alternative treatment providers
  - 5) Web sites of other 12-Step programs
  - 6) Pages posted by individual C.A. members
  - 7) Any non-C.A. meetings or events
- b) Web sites may only post literature that is currently approved by the C.A. World Service Conference for use in C.A. meetings or C.A. service work.
- c) No web site may post material in violation of copyright law.
- d) UNDER NO CONDITION SHALL ANY AREA, DISTRICT, GROUP OR INDIVIDUAL POST MATERIAL FROM THE BOOKS "HOPE, FAITH & COURAGE" AND "HOPE, FAITH, AND COURAGE II", except for such sections as might be distributed as part of Conference-approved meeting formats.
- e) Discussion of, or reference to, outside issues, including (but not limited to) religion, politics or drug policy must be avoided.
- f) No web site may contain advertising, even if required as a condition of web service. This does not include, however, the name of a product or service as it might be used in the course of C.A. business (e.g., a convention hotel's name).
- g) Nothing will be posted or linked to by any Area or District, which breaks the anonymity of any member of C.A., with or without their permission.
- h) Areas and Districts must not post material that brings C.A.'s name into public controversy.
- i) Chat rooms must not be used.
- j) Non-conference approved audio/video files
- k) The proper names of locations must not be used. It is recommended that the generic name of a location be used, such as restaurant, church, hospital, etc.

## **APPENDIX I: WORLD SERVICE OFFICE POLICIES FOR POSTING AREA EVENTS ON THE CAWSO WEB SITE**

- a) Event must clearly be C.A. sanctioned. Acceptable indications are:
  - 1) District/Area flyer with C.A. logo
  - 2) CAWSO notification to CAWSO webservant
  - 3) Trustee notification to CAWSO webservant
  - 4) Currently posted to Area or District Web site
  - 5) CAWSO webservant notified by person known to represent Area or District
  
- b) Event should be of interest outside Area or District, such as:
  - 1) Conventions and retreats
  - 2) Multi-day events
  - 3) Regional events
  - 4) World Service events
  - 5) Other events at CAWSO webservant's discretion
  
- c) Event information must be provided in writing to the CAWSO webservant
  
- d) Linked pages and files must:
  - 1) Be in compliance with the Twelve Traditions
  - 2) Be provided in a digital format
  - 3) Pertain to the event (e.g., convention registration form)
  - 4) Be of reasonable size and of printable dimensions (8½" x 11" or smaller)
  - 5) Be in an Acrobat ("pdf") format, or some other format convertible to "pdf" (Displayed format on the CAWSO web site will be Adobe Acrobat, as it is PC/Mac compatible)
  
- e) Web site links from CAWSO web site will be approved to:
  - 1) Web sites in compliance with the Twelve Traditions.
  - 2) C.A. District or Area web sites, if not a link to a meeting of any sort.
  - 3) Area/District web site's event page, only if link information provided.
  
- f) The main page of information for Area Events on the CAWSO website will include the following disclaimer:

"Certain information listed herein about the local event, the event location, event activities, and even the host city is included for informational purposes only; so that those attending the event looking for something to do during the event might have that information. The listing of such information here does not, nor should it imply affiliation, cooperation or endorsement of such venues, hotels, or activities by C.A. or by C.A. World Services. If you have further questions or concerns on this matter, please contact the Event Chair."
  
- g) The main page of information for Area Conventions on the CAWSO web site will include the following disclaimer:

"Certain information listed herein about the local Convention, the Convention Hotel location, Convention activities and even the host city is included for informational purposes only; so that those attending the Convention looking for something to do during Convention might have that information. The listing of such information here does not, nor should it imply affiliation, cooperation or endorsement of such venues, hotels, activities or events by C.A. or by C.A. World Services. If you have further questions or concerns on this matter please contact the Convention Chair."

## APPENDIX II: WORLD SERVICE OFFICE POLICIES FOR POSTING WORLD SERVICE CONVENTION INFORMATION ON THE CAWSO WEB SITE

- a) All policies of Appendix I also apply where relevant. In addition:
- 1) Three HTML pages will be created for the upcoming CAWS Convention, including:
    - i. Main page with artwork and basic information
    - ii. Page listing events/schedule
    - iii. Page at discretion of Host Convention Committee
    - iv. Information must be provided in MS Word or Word Perfect format.
  - 2) Convention registration form will be posted in Acrobat format *if*:
    - i. Printer provides Acrobat or other format convertible to Acrobat
    - ii. Form is readable after shrinking to 8½" x 11" form factor. It may span several pages, but must be printable on letter-sized paper.
  - 3) An email "alias" of [cawsxxxx@ca.org](mailto:cawsxxxx@ca.org) will be created, where "xxxx" is the year of the convention. All mail to this address will be forwarded automatically to the existing email address specified by the Host Committee. All convention email links on the web site will go to this address.
- b) Future conventions will be listed only on the regular event page until the year in which they are to be held, but may have an email "alias" for purposes of organizing (e.g., "To be of service, contact [caws2010@ca.org](mailto:caws2010@ca.org)")
- c) The CAWS Convention main page on the CAWSO web site will include the following disclaimer:

"Certain information listed herein about the CAWS Convention, the Convention Hotel, Convention activities, off-site events, and even the host city is included for informational purposes only; so that those attending the Convention looking for something to do during Convention week might have that information. The listing of such information here does not, nor should it imply affiliation, cooperation or endorsement of such venues, hotels, activities or events by C.A. or by C.A. World Services. If you have further questions or concerns on this matter please contact the CAWS Convention Chair."

## **APPENDIX III: WORLD SERVICE OFFICE POLICIES ON LINKING, EMERGENCY DE-LINKING AND NON-COMPLIANCE**

### **a) Linking**

When an Area or District wishing to have their web site linked from CAWSO web site contacts either CAWSO or WSO webservant, this information will be forwarded to the WSO Board and Trustee responsible for internet matters. The web site will be viewed for compliance according to the currently approved WSCITC Workbook and Guidelines. If the web site is compliant, the Trustee responsible for internet matters will inform the WSO Board and the Board Chair to proceed with the linking of the web site. The WSOB Chair will then contact the WSO webservant to authorize linking of the web site, and will notify the Area/District Chair and Regional Trustee of the new link.

If the web site is found to be non-compliant, the WSOB Chair will send notice of non-compliance by all available methods to that web site's webservant, Area/District Chair, and Regional Trustee. This notification will include a description of the non-compliance and offer possible solutions for compliance. Unless and until the site comes into compliance, it will not be linked from the CAWSO web site.

### **b) Emergency De-Linking**

The WSOB chair may terminate the link from the CAWSO web site to any C.A. web site immediately, under any one of the following conditions:

- 1) Direction from the WSOB as the result of a WSOB vote.
- 2) Notification from the affected Area/District officers that they do not authorize the site.
- 3) The web site contains material that is clearly illegal (e.g., drug sales), totally unrelated, and/or bringing disrepute to C.A. (e.g., pornography).

In all cases above, the WSO webservant, Regional Trustee, affected Area/District Chair and Area Delegates will be immediately notified by all available methods of the action and the reason.

### **c) Non-compliance**

When a possible non-compliance issue is brought to the attention of the WSO and/or WSO webservant, this information will be forwarded to the WSOB and the Trustee responsible for internet matters. The web site will be viewed for non-compliance, and if the web site is found to be non-compliant, the WSO Chair will send the notice of non-compliance by all available methods to that web site's webservant, Area/District Chair and Regional Trustee. This notification will include a description of the non-compliance, and offer possible solutions for compliance within a reasonable time frame.

If the web site fails to come into compliance within the specified time frame, then the web site will be de-linked and notification sent to the web site's webservant, Area/District Chair and Regional Trustee. When the non-compliance issues are corrected, the web site will be linked or re-linked to the CAWSO web site, upon request from the Area/District.

