

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

1. Third-Party Website or Application Name: Twitter

2. Date of this Submission: 5-May-11

3. Will the use of a third-party Website or application create a new or modify an existing HHS/OPDIV System of Records Notice (SORN) under the Privacy Act? No

4. Does the third-party Website or application contain Federal records? No

5. Point of Contact (POC): Roberta Baskin

6. Describe the specific purpose for the OPDIV use of the third-party Website or application: The OIG will use Twitter, a third-party website located at www.twitter.com, to disseminate information to the public. Twitter allows any individual who has subscribed to Twitter to widely disseminate microblogs known as “tweets”; tweets are text-based posts of up to 140 characters. A subscriber types a “tweet” into his or her profile page on www.twitter.com, or through his or her mobile phone or other Internet-enabled device. The tweet is displayed on the subscriber’s Twitter profile page and is also electronically disseminated to other Twitter subscribers who had previously elected to “follow” the posting subscriber’s tweets. The subscribers who sign up to receive other subscribers’ tweets are known as “followers.”

The OIG will create a primary OIG account (“@OIGatHHS”). The OIG Twitter profiles will be public, allowing anyone to visit the profile pages and read the OIG’s tweets, including visitors to the Twitter website who are not registered Twitter users. The OIG Twitter account will provide an additional means for the HHS/OIG to notify the public about OIG upcoming events, press releases, newsworthy stories, OIG reports, enforcement actions or comments on OIG related issues. OIG tweets will either be content that exists on www.oig.hhs.gov, or non-substantive content that is time-sensitive, for example, a notice that a press release will be posted on the website at a particular time.

The Twitter account will be coordinated by the OIG’s New Media Division Director, the OIG Senior Office for Privacy, the OIG Chief Information Security Officer, as well as representatives from the Office of Counsel for the Inspector General and HHS Cyber-Security Program. The Privacy Impact Statement will be reviewed every 6 months, or when significant changes to the agency’s use of Twitter occurs.

7. Have the third-party’s privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use? Yes

8. Describe alternative means by which the public can obtain comparable information or services if they choose not to use the third-party Website or application: <http://oig.hhs.gov> or <http://www.oig.hhs.gov>

9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS

10. If the public navigates to the third-party Website or application via an external hyperlink, is there an alert to notify the public that they are being directed to a nongovernmental Website? Yes

11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application? Yes

12. Is an OPDIV Privacy Notice posted on the third-party Website or application? Yes

13. Is PII collected by the OPDIV from the third-party Website or application? No

14. Describe the PII that will be collected by the OPDIV from the third-party Website or application and/or the PII which the public could make available to the OPDIV through the use of the third-party Website or application and the intended or expected use of the PII:

Twitter collects names, usernames, location information, websites and other biographic information about its users, which may be made available to OIG. However, the OIG does not intend to collect or distribute any PII on a private citizen or individual. Twitter reports compiled will redact PII about private citizens or individuals. Information may be gathered about associations, organizations, media outlets, government agencies, businesses or other large groups.

OIG also will not send or reply to direct messages nor will it reply with general comments on other tweets. However, a tweet that involves violence to a Department official or indicates fraud, waste, or abuse in an HHS program may be forwarded to the appropriate OIG officials. To indicate this, the below disclaimer will be added to the OIG's privacy policy, which will be linked to from the OIG's Twitter homepage.

Senior Official for Privacy Name: Patrick J. Kelly

Senior Official for Privacy Approval Date: 27-May-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

1. Third-Party Website or Application Name: YouTube

2. Date of this Submission: 16-Jun-11

3. Will the use of a third-party Website or application create a new or modify an existing HHS/OPDIV System of Records Notice (SORN) under the Privacy Act? No

4. Does the third-party Website or application contain Federal records? No

5. Point of Contact (POC): Roberta Baskin

6. Describe the specific purpose for the OPDIV use of the third-party Website or application: The HHS OIG YouTube channel will contain industry and consumer oriented content. It will feature the following OIG components/products: Office of Evaluations and Inspection & Office of Audit Services reports and Office of Investigations activities/findings. Furthermore, the HHS OIG YouTube channel will contain speeches given by OIG speakers at various conferences. Videos that fall under Secretarial Initiatives will be sent the Department of Health & Human Services for review and potential placement on the HHS YouTube channel.

The HHS OIG YouTube channel will enable quicker placement of videos on the website as well as the playing or streaming of videos at a rate users expect, addressing technical issues related to server space and bandwidth.

The YouTube account will be coordinated by the OIG's Media Communications Division Director, the OIG Senior Office for Privacy, the OIG Chief Information Security Officer, as well as representatives from the OIG Office of Counsel for the Inspector General and HHS Cyber- Security Program. The Privacy Impact Statement will be reviewed every 6 months, or when significant changes to OIG's use of Youtube occurs.

7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use? Yes

8. Describe alternative means by which the public can obtain comparable information or services if they choose not to use the third-party Website or application: <http://oig.hhs.gov> or <http://www.oig.hhs.gov>

9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: an external hyperlink from an HHS Website or Website operated on behalf of HHS

The public can navigate to the YouTube channel via a "button" on the homepage of <http://oig.hhs.gov>. Or, the public can navigate to the channel through embedded videos on the Web site.

10. If the public navigates to the third-party Website or application via an external hyperlink, is there an alert to notify the public that they are being directed to a nongovernmental Website? Yes

11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application? Yes

12. Is an OPDIV Privacy Notice posted on the third-party Website or application? Yes

13. Is PII collected by the OPDIV from the third-party Website or application? No

14. Describe the PII that will be collected by the OPDIV from the third-party Website or application and/or the PII which the public could make available to the OPDIV through the use of the third-party Website or application and the intended or expected use of the

PII: When visitors watch videos, YouTube may record information about its site usage, such as channels used, videos watched, Internet Protocol addresses of users, and data transfer details to improve its services. If visitors log onto YouTube site before watching OIG videos, YouTube may associate information about the visitors' site use with their YouTube account. Information that can be available through YouTube user accounts include, but is not limited to, name, personal narrative, personal website, gender, relationship status, age, hometown, current city, zip code, company, countries, schools, and interests. At all times users will be subject to YouTube's privacy policy.

HHS OIG will not collect or disseminate PII made available through YouTube. Furthermore, HHS OIG will not accept comments on videos. The settings for the HHS OIG YouTube channel will set the "subscribers" section to "hide," which will remove the photo and name display of channel subscribers from public view. Additionally, HHS OIG will configure the option to remove "related videos" from the YouTube channel.

Senior Official for Privacy Name: Patrick J. Kelly

Senior Official for Privacy Approval Date: 13-Sep-11
