

Date Signed: 3/8/2021

**Acronyms**

ATO - Authorization to Operate  
 CAC - Common Access Card  
 FISMA - Federal Information Security Management Act  
 ISA - Information Sharing Agreement  
 HHS - Department of Health and Human Services  
 MOU - Memorandum of Understanding  
 NARA - National Archives and Record Administration  
 OMB - Office of Management and Budget  
 PIA - Privacy Impact Assessment  
 PII - Personally Identifiable Information  
 POC - Point of Contact  
 PTA - Privacy Threshold Assessment  
 SORN - System of Records Notice  
 SSN - Social Security Number  
 URL - Uniform Resource Locator

**General Information**

<b>Status:</b>	Approved		
<b>PIA ID:</b>	1290268		
<b>PIA Name:</b>	HRSA - SF - QTR1 - 2021 - HRSA689222	<b>Title:</b>	HRSA - SalesForce
<b>OpDIV:</b>	HRSA		

**PTA**

<b>PTA - 1A:</b>	Identify the Enterprise Performance Lifecycle Phase of the system	Initiation
<b>PTA - 1B:</b>	Is this a FISMA-Reportable system?	No
<b>PTA - 2:</b>	Does the system include a website or online application?	No
<b>PTA - 3:</b>	Is the system or electronic collection, agency or contractor operated?	Agency
<b>PTA - 3A:</b>	Is the data contained in the system owned by the agency or contractor?	Agency
<b>PTA - 5:</b>	Does the system have or is it covered by a Security Authorization to Operate (ATO)?	No
<b>PTA - 5B:</b>	If no, Planned Date of ATO	12/31/2020
<b>PTA - 6:</b>	Indicate the following reason(s) for this PTA. Choose from the following options.	New
<b>PTA - 8:</b>	Please give a brief overview and purpose of the system by describing what the functions of the system are and how the system carries out those functions?	The purpose of this system is to track customer interactions from use of Health Resources and Services Administration Electronic Handbooks system (EHBs), Bureau of Health Workforce Management Information System Solution system (BMISS), and communication solution for the Bureau of Primary Healthcare (BPHC). These customer interactions will be generated via phone calls or web contacts and addressed by agents in the contact center located in Tempe, Arizona or by the BPHC helpline agents in Rockville, Maryland. The contact center is a physical location and not located in any system.

<b>PTA - 9:</b>	List and/or describe all the types of information that are collected (into), maintained, and/or shared in the system regardless of whether that information is PII and how long that information is stored.	<p>Name is collected to identify the customer experiencing an issue and needed for follow-up once services have been restored.</p> <p>Email is collected to communicate with customers when they are unavailable by phone. Also used to provide auto-responses from webform submissions which provides a ticket number of the reported incident or inquiry.</p> <p>Username is collected to allow agents to access the test systems of the user experiencing an issue or needing assistance to navigate the Electronic Handbooks.</p> <p>Organization information is collected for the purpose of the Bureau of Primary Healthcare tracking of sites that are receiving grants. Also useful for trending data on specific regions.</p> <p>Grant number is used to track specific programs and provide trend data on contacts received pertaining to the organizations specific grant.</p> <p>BMISS ID is collected for the loans and scholarships participants serving an obligation for BHW. This information is used by program to trend callers who called in for clarification on their obligation or needing assistance with their BMISS portal account.</p> <p>Application number is used to collect information about particular applications submitted through the Grants.gov website and used for diagnosing issues for customers having trouble submitting an application.</p> <p>Tracking Number is collected in conjunction with the application number to identify the specific application for a particular organization.</p> <p>Description of incident is a summary of the reason for the contact and what disruption or question the caller needs.</p>
<b>PTA - 9A:</b>	Are user credentials used to access the system?	Yes
<b>PTA - 9B:</b>	Please identify the type of user credentials used to access the system.	<p>HHS User Credentials</p> <p>HHS/OpDiv PIV Card</p>
<b>PTA - 10:</b>	Describe why all types of information is collected (into), maintained, and/or shared with another system. This description should specify what information is collected about each category of individual	This system serves as a repository to collect customer interactions as it relates to his/her use of the Electronic Handbooks system, the BMISS

system, or communication of customer inquiries. All information collected, stored, or shared is used to identify the user or organization experiencing an issue or having a question about the system in question. At a minimum, we collect the name to identify who is placing the call. We collect the phone number in case of a disconnect or need to follow-up. The organization information, username, BMISS ID, application number, tracking number are only collected if necessary to address the issue reported. However, this information is stored within the record maintained permanently until HRSA decides to destroy.

User and administrator information that is collected to control the system is the email address and name. This is only to provide tracking of who has access to login to the system. The information is not used for any additional sharing.

<b>PTA - 10A:</b>	Are records in the system retrieved by one or more PII data elements?	No
<b>PTA - 11:</b>	Does the system collect, maintain, use or share PII?	Yes

**PIA**

<b>PIA - 1:</b>	Indicate the type of PII that the system will collect or maintain	Name E-Mail Address Phone numbers Mailing Address User Credentials Others - BMISS ID; Fax Number
<b>PIA - 2:</b>	Indicate the categories of individuals about whom PII is collected, maintained or shared	Business Partners/Contacts (Federal, state, local agencies) Employees/ HHS Direct Contractors Grantees Public Citizens
<b>PIA - 3:</b>	Indicate the approximate number of individuals whose PII is maintained in the system	Above 2000
<b>PIA - 4:</b>	For what primary purpose is the PII used?	Primarily used for identification of an organization or user who is reporting a issue or needing assistance with navigation of the Electronic Handbooks system (EHBs) and subsequent modules. Or assisting loan and scholarship awardees and clinicians with the Bureau of Health Workforce Management Information System Solution (BMISS).
<b>PIA - 5:</b>	Describe any secondary uses for which the PII will be used (e.g. testing, training or research)	Collected PII may be used for trend analysis to determine contact center traffic to determine training needs and identifying gaps to improve systems or services provided.
<b>PIA - 7:</b>	Identify legal authorities, governing information use and disclosure specific to the system and program	5 USC 301, Department Regulations

<p><b>PIA - 9:</b></p>	<p>Identify the sources of PII in the system</p>	<p>Directly from an individual about whom the information pertains</p> <p>Hard Copy Mail/Fax</p> <p>Email</p> <p>Other</p> <p>Government Sources</p> <p>Within the OPDIV</p> <p>Non-Government Sources</p> <p>Members of the Public</p>
<p><b>PIA - 9A:</b></p>	<p>Identify the OMB information collection approval number or explain why it is not applicable.</p>	<p>OIT's contact center operation and online webform provides a link to a customer feedback survey. That survey has the following approval number. - 0915-0212</p> <p>BHPC has a survey they are collecting de-identified PII related to COVID. There is no number associated with this OMB Clearance since these are waived by HHS.</p>
<p><b>PIA - 9B:</b></p>	<p>Identify the OMB information collection expiration date.</p>	<p>7/21/2021</p>
<p><b>PIA - 10:</b></p>	<p>Is the PII shared with other organizations outside the system's Operating Division?</p>	<p>No</p>
<p><b>PIA - 11:</b></p>	<p>Describe the process in place to notify individuals that their personal information will be collected. If no prior notice is given, explain the reason</p>	<p>We inform the caller that we are collecting the information in case the call disconnected or if we need to follow-up on an issue at a later time.</p> <p>For requests submitted through the webform, forms have required fields necessary for follow-up purposes. Without having the contact information HRSA would not be able to respond back to requests with resolutions or actions to resolve issues.</p>
<p><b>PIA - 12:</b></p>	<p>Is the submission of PII by individuals voluntary or mandatory?</p>	<p>Voluntary</p>
<p><b>PIA - 13:</b></p>	<p>Describe the method for individuals to opt-out of the collection or use of their PII. If there is no option to object to the information collection, provide a reason</p>	<p>As a contact center operation, we need to collect the specific PII in order to effectively track interactions for follow-up purposes should the user's issue require additional support. This is limited to name, email address, phone number, and/or organization.</p>
<p><b>PIA - 14:</b></p>	<p>Describe the process to notify and obtain consent from the individuals whose PII is in the system when major changes occur to the system (e.g., disclosure and/or data uses have changed since the notice at the time of original collection). Alternatively, describe why they cannot be notified or have their consent obtained</p>	<p>We currently do not notify the user of system changes to Salesforce. Because of the amount of traffic all centers receive, the process to notify them of these changes will take significant time. However, the use of this system does not have any impact on the user as their information is not used for any purposes with changes to the system.</p>
<p><b>PIA - 15:</b></p>	<p>Describe the process in place to resolve an individual's concerns when they believe their PII has been inappropriately obtained, used, or disclosed, or that the PII is inaccurate. If no process exists, explain why not</p>	<p>We have never had a need for a process for this requirement. Given that we are collecting this information for purposes of identifying individuals' specific issues with the EHBs, BCHMIS, or</p>

		<p>BMISS systems, the PII collected is provided by the customer. If their PII information is available from a previous contact, we verify at that time and make necessary corrections. At no point is HRSA obtaining individual PII for without the person's knowledge for activities outside of what they have contacted either organization for.</p>
<b>PIA - 16:</b>	Describe the process in place for periodic reviews of PII contained in the system to ensure the data's integrity, availability, accuracy and relevancy. Please address each element in your response. If no processes are in place, explain why not	No periodic review is in place for the collection of the PII since the accuracy, availability, and relevancy of the PII is not necessary for the function of the system.
<b>PIA - 17:</b>	Identify who will have access to the PII in the system and the reason why they require access	<p>Users</p> <p>Administrators</p> <p>Developers</p> <p>Contractors</p>
	<p>Provide the reason of access for each of the groups identified in PIA -17</p> <p>Users - Collecting customer information for tracking a particular issue</p> <p>Administrators - Address routing or issues with tickets</p> <p>Developers - for the configuration, deployment, and establishment of workflows and changesets of the system.</p> <p>Contractors - Direct contractors working on behalf of HRSA to respond to customer inquiries .</p>	
<b>PIA - 17A:</b>		
<b>PIA - 17B:</b>	Select the type of contractor	HHS/OpDiv Direct Contractor
<b>PIA - 18:</b>	Describe the administrative procedures in place to determine which system users (administrators, developers, contractors, etc.) may access PII	<p>Our administrative procedures determine who has access to PII based on the job function.</p> <p>Administrators have the role of creating accounts. They have access to PII collected in records created by users.</p> <p>Users have direct access to PII from customers who contact HRSA's contact center(s) seeking assistance. They are collecting this information only as a means for follow-up after the resolution of an incident.</p>
<b>PIA - 19:</b>	Describe the technical methods in place to allow those with access to PII to only access the minimum amount of information necessary to perform their job	This PII (name, email address, phone number, or organization name) that is collected or accessed is minimal information needed to keep track customers who have reported an issue. They system has been designed to capture these fields and only collected as needed for addressing an issue reported with EHBs or BMISS. These are role-based controls within the system and determined during the creation of accounts. All users and administrators sign and comply with the Rules of Behavior.
<b>PIA - 20:</b>	Identify training and awareness provided to personnel (system owners, managers, operators, contractors and/or program managers) using the system to make them aware of their responsibilities for protecting the information being collected and maintained	We are using the HRSA Annual Security Awareness training for this requirement.
<b>PIA - 21:</b>	Describe training system users receive (above and beyond general security and privacy awareness training).	No additional training conducted.

<b>PIA - 23:</b>	Describe the process and guidelines in place with regard to the retention and destruction of PII. Cite specific NARA records retention schedule(s) and include the retention period(s)	Records are being retained indefinitely until a RCS Schedule is determine. At the moment, HRSA will follow the guidelines of GRS 6.5 Public Customer Service Records.
<b>PIA - 24:</b>	Describe how the PII will be secured in the system using administrative, technical, and physical controls. Please address each element in your response	<p>Administrative security is controlled through HRSA annual security awareness training and Annual Privacy Training.</p> <p>Technical controls are achieved by automatic logoff for inactivity and account management for authorized users.</p> <p>Physical controls are protected by Salesforce on a 24x7 basis for monitoring and first response by engineers. This is a SaaS and PaaS solution which is required of the FedRAMP vendor to protect.</p>
<b>PIA - 25:</b>	Describe the purpose of the web site, who has access to it, and how users access the web site (via public URL, log in, etc.). Please address each element in your response	Further explanation for Questions 25-29 required upon review.
<b>PIA - 26:</b>	Does the website have a posted privacy notice?	Yes
<b>PIA - 27:</b>	Does the website use web measurement and customization technology?	No
<b>PIA - 28:</b>	Does the website have any information or pages directed at children under the age of thirteen?	No
<b>PIA - 29:</b>	Does the website contain links to non-federal government websites external to HHS?	No