

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

May 11, 2022

OPDIV:

NIH

Name:

CrazyEgg

TPWA Unique Identifier:

T-3103949-970499

Is this a new TPWA?

Yes

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

If SORN is not yet published, identify plans to put one in place.

N/A

Will the use of a third-party Website or application create an information collection subject to OMB clearance under the Paperwork Reduction Act (PRA)?

No

Indicate the OMB approval number expiration date (or describe the plans to obtain OMB clearance).

Expiration Date: 1/1/01, 12:00 AM

Describe the plans to obtain OMB clearance.

Explanation: N/A

Does the third-party Website or application contain Federal Records?

No

Describe the specific purpose for the OPDIV use of the third-party Website or application:

CrazyEgg, a web heatmap and analytics tool, is used to analyze how users are interacting with the NIH Common Fund website and use the data to improve site functionality, accessibility and enhance the user experience.

CrazyEgg's ability goes beyond Google Analytic's capability to understand how users react to certain on-screen elements, such as how often a particular menu item tab is clicked on or if a certain button is likely to be clicked on if it would be at the top of the page versus the bottom of the page. With this kind of technology, the NIH Common Fund website makes information more findable, accessible, and valuable.

The data from CrazyEgg is presented in a report-like format with visuals. The NIH Common Fund

team sees how a website user walks through the website in real-time, and understand the user's page to page journey.

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

Yes

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:

N/A This application, nor the information gathered, is available to the public.

Does the third-party Website or application have appropriate branding to distinguish the OPDIV activities from those of nongovernmental actors?

No

How does the public navigate to the third party Website or application from the OPDIV?

N/A; The public does not navigate to CrazyEgg. CrazyEgg works in the Website's background. Information is only available to those NIH staff who have a CrazyEgg account.

Please describe how the public navigate to the thirdparty website or application:

N/A; The public does not navigate to CrazyEgg. CrazyEgg works in the background and information will only be accessible to those NIH staff who have a CrazyEgg account.

If the public navigate 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 anongovernmental Website?

No

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

Yes

Provide a hyperlink to the OPDIV Privacy Policy:

<https://www.nih.gov/web-policies-notice>

Is an OPDIV Privacy Notice posted on the third-part website or application?

No

Is PII collected by the OPDIV from the third-party Website or application?

No

Will the third-party Website or application make PII available to the OPDIV?

No

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:

Personally identifiable information (PII) is not collected.

Describe the type of PII from the third-party Website or application that will be shared, with whom the PII will be shared, and the purpose of the information sharing:

PII is not collected.

If PII is shared, how are the risks of sharing PII mitigated?

N/A

Will the PII from the third-party website or application be maintained by the OPDIV?

No

Describe how PII that is used or maintained will be secured:

N/A

What other privacy risks exist and how will they be mitigated?

No other privacy risks have been identified.