

# US Department of Health and Human Services

## Third Party Websites and Applications Privacy Impact Assessment

**Date Signed:**

August 08, 2017

**OPDIV:**

OS

**Name:**

Dental Professional Advisory Committee Facebook Page

**TPWA Unique Identifier:**

T-5164464-574129

**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.**

NA

**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: Office of Management and Budget (OMB) clearance is not required because OS is not collecting information from individuals or entities.

**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:**

The Facebook page is intended as a recruitment tool to potential new candidates to the Dental Category of the United States Public Health Service. The page also serves as an additional avenue for dissemination of information to existing United States Public Health Service Dental officers.

**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:**

The public can obtain information from the Dental Category website at <https://dcp.psc.gov/osg/dentist/>.

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

Yes

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

Other...The United States Public Health Service (USPHS) Dental Facebook website can be accessed directly through facebook.com or by the use of Facebook search or web searches.

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

The United States Public Health Service (USPHS) Dental Facebook website can be accessed directly through facebook.com or by the use of Facebook search or web searches.

**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?**

Yes

**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:**

<http://www.hhs.gov/privacy.html>

**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:**

The USPHS Dental Category does not collect any PII through its use of Facebook. Individual users who register with Facebook are required to provide a first name, last name, valid email address, password, sex, and date of birth to create a personal Facebook profile. Once registered, users have the option to provide a wealth of additional information about themselves such as telephone number, employment, interests, etc. which may be displayed on the individual user's personal Facebook profile page or otherwise maintained or used by Facebook (see facebook.com/policy for review of their data policy, and how they may use the provided information).

This information will not be collected by the USPHS Dental Category website administrators. USPHS Dental Category does not solicit, collect, or maintain any personally identifiable information from individuals who visit, like, comment, or otherwise engage with the Facebook page. USPHS Dental Category Facebook administrators may however, read, review, or rely upon information that individuals make available on the Facebook page in the form of comments for the purposes of responding to a user's question. USPHS Dental Category Facebook Administrators may delete any comments on the Facebook page at the discretion of the administrators.

**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:**

The information is not shared beyond Dental Category Facebook Administrators. It is not collected outside of Facebook or used for other purposes.

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

This data is kept within the Facebook platform. Personally identifiable information (PII) is not

**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:**

USPHS Dental Category does not collect PII from the Facebook website.

User information is retained by Facebook as long as a user maintains a Facebook account. See Facebook's privacy policy to see how long user information is retained after account deletion.

Facebook users can learn more about how their information is used and maintained by Facebook by visiting Facebook's data policy at [www.facebook.com/policy](http://www.facebook.com/policy)

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

In reference to the Privacy Policy- due to limitations on Facebook, the Privacy Policy is not posted in all locations on the Facebook page. It is viewable from any place on the page by clicking on the "About" tab and navigating to the "Privacy Policy" section. RISK: Facebook is a third-party service that uses persistent tracking technologies. In an effort to help consumers understand how their information is used by Facebook, our page contains a privacy notice, which addresses this. Per terms of service agreements by HHS and Facebook, the Dental Professional Advisory Committee Facebook Page does not contain any third-party advertising. This limits any association with additional content that the Advisory Committee has not reviewed nor endorsed on the Facebook page.

In addition, the Privacy Notice Statement directs Facebook users to review Facebook's terms of service and privacy policies to understand how information about users, including pages a user may visit, and how Facebook may use or share such information for third-party advertising or other purposes. Facebook is created and maintained by Facebook. The Dental Professional Advisory Committee Social Media Workgroup has reviewed Facebook's privacy practices and has concluded that risks to consumer privacy are sufficiently mitigated through application of Facebook's privacy policies, notices from HHS and Facebook informing consumers of these policies, and the ability of consumers to opt-out of providing their information to the Dental Professional Advisory Committee and Facebook. The Social Media Workgroup will conduct a periodic review of Facebook's privacy practices to ensure Facebook's policies continue to align with agency objectives and privacy policies and do not present unreasonable or unknown risks to consumer privacy.