US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

October 10, 2017

OPDIV:

OS

Name:

OS/Twitter/HealthyPeople

TPWA Unique Identifier:

T-6798845-503745

Is this a new TPWA?

No

Please provide the reason for revision.
Privacy Impact Assessment (PIA) Validation (PIA Refresh/Annual Review).

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.

null

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: null

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 HealthyPeople Twitter account is used to highlight existing Office of Disease Prevention and Health Promotion (ODPHP) resources related to Healthy People 2020 that are relevant and timely, while also working across government agencies and government Twitter handles to share and promote related government content. The Twitter account is also used to engage Health People stakeholders in a dialogue on implementing Health People.

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 comparable information and services from HealthPeople.gov if they choose not to use Twitter. Twitter content is re-purposed from cleared content available on HealthPeople.gov.

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 OPIDIV?

An external hyperlink from an HHS Website or Website operated on behalf of HHS

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

In order to navigate to the third party website or application, the Public has the option to click on the Twitter hyperlink provided: https://twitter.com/gohealthypeople

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?

Yes

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) Collected: User Names
PII likely to be made available; association of name with activity, and open-ended comments or responses which may contain PII. The Operating Division (OPDIV) does not use PII and has no intended or expected use of the data.

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:

User name for twitter account. On the twitter page.

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

The following disclaimer pops up before being redirected to the twitter page:

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:
    No PII is used or maintained.

What other privacy risks exist and how will they be mitigated?
    In our reporting procedures, we occasionally capture links to notable tweets sent to @GoHealthyPeople by followers. However, these are only shared internally for the purposes of gauging success of our outreach, and they are only stored with user names (e.g., "@gohealthypeople") rather than actual names. No tweets with personally identifiable information (e.g., names, phone numbers, etc) will be collected or stored. These are typically tweets from notable organizations. Also individual profiles can share association of accounts which the users "follow". This should be mitigated by personal privacy settings.