

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

March 12, 2021

OPDIV:

CMS

Name:

Tremor

TPWA Unique Identifier:

T-9418703-123206

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.

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:

CMS will use Tremor Video to deliver behaviorally targeted digital advertising to identify relevant audience by tracking user online activities across various websites over time and by utilizing first party data provided to Tremor Video at the time of account creation. Tremor's Automatic content recognition (ACR) TV Retargeting tactic will deliver display banner messaging to audiences who have already seen the TV ads, to drive extended reach and message frequency.

Tremor's audience reach capabilities will ensure more people in the target audiences are exposed to messaging that will encourage them to sign up for health insurance at HealthCare.gov. Tremor Video does not collect PII in the course of these advertising activities and therefore, does not share PII with CMS. Tremor Video provides CMS with conversion tracking reports to allow CMS to determine the effectiveness of advertising campaigns.

Conversion tracking provides information about users' activities regarding ads, including whether an ad is clicked on or a transaction is completed. The CMS websites which may utilize Tremor Video are; www.CMS.gov, www.Medicare.gov, www.MyMedicare.gov, www.Medicaid.gov, www.InsureKidsNow.gov, HealthCare.gov, and CuidadoDeSalud.gov.

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:

If consumers do not want to interact with advertisements from Tremor Video, consumers can learn about CMS campaigns through other advertising channels such as TV, radio, CMS websites and in-person events.

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?

Not Applicable. The CMS websites do not link to Tremor Video.

Please describe how the public navigate to the third-party website or application:

Not Applicable. CMS websites do not link to Tremor Video and customers do not access Tremor directly.

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 a nongovernmental 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.cms.gov/privacy/>

Is an OPDIV Privacy Notice posted on the third-party 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:

Not applicable. CMS does not collect any PII through the use of Tremor Video. Tremor Video collects non-personally identifiable information by placing a cookie or pixel (also known as a web beacon) on CMS websites and on advertisements sponsored by CMS on third party websites.

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:

Not applicable. Tremor Video does not collect or share PII.

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

Not applicable. Tremor Video does not collect or share PII.

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?

Potential Risk: The use of cookies, pixels, and web beacons generally presents the risk that an application could collect information about a user's activity on the Internet for purposes that the users did not intend. The unintended purposes include providing users with behaviorally targeted advertising, based on information the individual user may consider to be sensitive. The non-personally identifiable information collected by Tremor Video may include; plan type, IP address, browser types, operating systems, domain names, access dates and times and app interaction, referring website addresses, online transactions, browsing and search activity, device IDs and network type and service provider.

Mitigation: CMS and Tremor Video provide consumers with information about the use of persistent cookies and related technologies. This information includes what data is collected and the data gathering choices included in their website privacy policies, including choices related to behaviorally targeted advertising. Tremor Video also agrees to delete all cookies and any data associated with these cookies upon request by CMS. Tremor Video also offers users the ability to opt-out of having Tremor Video advertising cookies through the following process:

Opt-out of tailored advertising at <https://www.tremorvideo.com/privacy-policy/>

Tealium iQ Privacy Manager is a tool that keeps track of users' preferences in reference to tracking and will prevent web beacons from firing when a user has opted out of tracking for advertising purposes. When a user is routed to CMS websites by clicking on a CMS advertisement displayed through Tremor Video and the Tealium iQ Privacy Manager is present on CMS websites, users are able to control which cookies they want to accept from CMS websites. Tealium iQ Privacy Manager can be accessed through information provided on the privacy policy on CMS websites