

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/AddThis/www.fda.gov
- 2. Date of this Submission:** 2-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Daniel Luxenberg
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** This application allows users on the fda.gov web site the ability to click a button and share FDA content through the user's email or social networks (Twitter, Facebook, etc.) as a way to enhance FDA's ability to provide information to the public.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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:** Users can manually share FDA content by navigating to the individual social networking pages. This information (FDA.gov content) is available and will originate on FDA.gov. Once shared by a user on a social networking page, a viewer can navigate back to FDA.gov to view the information and browse for related material.
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** It is embedded on the fda.gov web site
- 10. If the public navigates 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?** -
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Not Applicable
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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 only PII that a user could make available to AddThis (but not to the FDA) is an email address when they share content via email. AddThis's statement regarding PII and using the email function is as follows:

“When you, an End User, send an email using an AddThis Button we use your email address, the email address of the person (or people) to whom you are sending the content and allow you the opportunity to write an accompanying message. We use this Personal Information only to send the email on your behalf

and for no other purpose, and it is not merged or otherwise combined with any of the Non-Personally Identifiable Information that we collect.”

<http://www.addthis.com/privacy/privacy-policy>

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 23-Sep-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Blogs/FDA Transparency Blog
- 2. Date of this Submission:** 29-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Joanne Elder
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** The purpose of this Transparency Blog is to discuss various ways in which the Food and Drug Administration (FDA) could provide information to the public about what FDA is doing, the bases for FDA’s decisions, and the processes used to make agency decisions.
- 7. Have the third-party’s privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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:** FDA website – www.fda.gov
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** Incorporated on FDA website
- 10. If the public navigates 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?** -
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** No
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** PII collected: None. No expectation of using PII in the future.

Unsolicited PII from the public: It is possible the public could make PII available such as a name, address, or other personal information they choose to include in their WordPress profile.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

1. Third-Party Website or Application Name: FDA/Facebook/U.S. Food and Drug Administration

2. Date of this Submission: 1-Sep-11

3. 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

4. Does the third-party Website or application contain Federal records? No

5. Point of Contact (POC): Daniel Luxenberg

6. Describe the specific purpose for the OPDIV use of the third-party Website or application: This application allows users on Facebook to view consumer oriented FDA content. It also allows citizen-to-citizen discussion on FDA related topics, and allows FDA to respond to questions and address misconceptions related to FDA communications.

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

8. 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: Users can view the content on fda.gov. Also, users can contact FDA with questions or comments via the fda.gov "contact us" page at <http://www.fda.gov/AboutFDA/ContactFDA/default.htm>.

9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: Hyperlink and other. The public can click on the link from fda.gov and Facebook users may navigate directly to www.facebook.com/FDA.

10. If the public navigates 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? Yes

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

12. Is an OPDIV Privacy Notice posted on the third-party Website or application? Yes

13. Is PII collected by the OPDIV from the third-party Website or application? No

14. 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: FDA will not require, solicit or collect PII. Facebook users have control over what information they make available to the public via Facebook. FDA will not collect or use any PII users make available

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 25-Oct-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/flickr/fdaphotos
- 2. Date of this Submission:** 31-Jul-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** Yes
- 5. Point of Contact (POC):** Michael Joseph Ermarth
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** FDA's Flickr photostream contains FDA photos, photos from public and private entities with permission, photo captions/descriptions, and meta-data (keywords/tags) all cleared and approved for public distribution. Flickr is property of Yahoo and is the leading public photo-sharing website on the internet. FDA is using Flickr to share cleared/approved photos with the public, media, academia, and other government agencies. The purpose is to enhance the public's understanding of FDA activities and deliver critical and timely information to the public about FDA regulated products. Flickr provides robust and leading-edge search and social media tools, and is a primary location where the public goes to view and share visual content. HHS is currently looking to FDA to help define Department-wide policies and standard operating procedures for use of this third-party Website. In the summer of 2010 HHS senior leadership, FDA senior leadership, and FDA's social media council reviewed, evaluated, and approved our use of Flickr.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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 majority of photos posted to Flickr are also available on the FDA website www.fda.gov/recalls. Requests can also be, and occasionally are made, for photos to be sent via email. Information for requesting photos is available on the FDA website and on FDA's Flickr photostream.
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** All
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** FDA does not require, solicit or collect any PII from this use of Flickr. PII may be made available if individuals choose to include personal information in comments they submit or within their Flickr profile. FDA does not intend to use any PII made available via this Flickr use.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 23-Sep-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Foresee/www.fda.gov
- 2. Date of this Submission:** 1-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Joanne Elder
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** Collect data to gauge customer satisfaction with the FDA.gov website.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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 Foresee Results application is a tool by which FDA obtains feedback from the public. FDA does not use the ForeSee Results Application to disseminate information to the public or as a way to provide a service to the public. FDA uses the ForeSee Results survey application to obtain customer satisfaction feedback regarding the FDA.gov website. Information flows in one direction, from members of the public (survey respondents) to FDA.
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** The public encounters the survey application as a pop-up at FDA.gov. Currently, the pop-up survey displays to 2% of the visitors (members of the public) to the FDA website after they have visited 4 or more pages.
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Not Applicable
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** FDA will not solicit or require PII as part of the ForeSee Results customer satisfaction survey. Any PII made available to FDA is limited to PII that an individual completing the survey chooses to submit when the survey provides a comment capability.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 23-Sep-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA Recalls
- 2. Date of this Submission:** 6-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Daniel Luxenberg
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** Broadcast only Twitter account that tweets the same information found on the FDA Recalls RSS feed. The purpose is to provide an additional communications channel for people to consume this information.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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:** Either the FDA Recalls web page, the Recalls RSS feed, or the Recalls GovDelivery email list
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** Other – the public navigates directly to the Twitter page (www.twitter.com/fdarecalls) and this hyperlink is present on the FDA web site, directing users to the Twitter account.
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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 public may make unsolicited PII available. The FDA does not know what, if any, PII Twitter users will make available in their profiles or tweets, but the FDA will not be collecting any PII.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA_Drug_Info
- 2. Date of this Submission:** 1-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Sally Winthrop
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** Disseminates current drug and regulatory information to Twitter subscribers.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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:** Web page, RSS feed, Govdelivery email, and through the phone, email and mailing address displayed on the CDER web page.
- 9. How does the public navigate to the third-party Website or application from the OPDIV:** (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: External hyperlink
<http://www.fda.gov/Drugs/ResourcesForYou/Consumers/default.htm>

Twitter account holders may also navigate directly to the Drug Info Twitter page.

- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** No PII is collected by FDA. PII that may be made available is that which Twitter users choose to include in their Twitter responses or account profile.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA AnimalHealth
- 2. Date of this Submission:** 15-Aug-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Denise Benton
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A communication channel to post announcements and redirect visitors to <http://www.fda.gov/AnimalVeterinary>
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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 by visiting <http://www.fda.gov/AnimalVeterinary> or by contacting CVM via the phone, email and mailing address provided there.
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** External hyperlink from an HHS website
<http://www.fda.gov/AnimalVeterinary/NewsEvents/ucm200727.htm>
Individuals with Twitter accounts may also navigate directly to the FDAAnimalHealth Twitter page without going through FDA.gov.
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** PII collected: None. FDA does not use PII and has no intended or expected use of such information disclosed by users.

PII that may be made available is limited only by the individual users/followers and may include:

- o Twitter name of followers
- o Open-ended replies to tweets which may contain PII

Individuals with Twitter accounts may also choose to use their real name and allow access to their profile which can contain other information that they opt to make public.

FDA will not collect or share, and has no intent to use information contained in individual user profiles or any personal information a user includes in a tweet.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA CBER
 - 2. Date of this Submission:** 31-Jul-11
 - 3. 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
 - 4. Does the third-party Website or application contain Federal records?** No
 - 5. Point of Contact (POC):** Walter Gardiner
 - 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A communications channel to send out short messages with web links to topics of interest to voluntary followers on Twitter. Certain numerical statistics will be measured (tweets, number of followers, retweets) to assist CBER in refining communication messages and to further outreach to our stakeholders.
 - 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
 - 8. 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 may obtain substantially equivalent information by directly visiting the CBER website, signing up for one or more Listserv email subscriptions, or by submitting specific questions by telephone, email or letter. This contact information is provided on our CBER main webpage which is prominently linked at the top of the CBER Twitter page.
<http://www.fda.gov/BiologicsBloodVaccines/default.htm>
 - 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** An external hyperlink is available on the FDA.gov website.
<http://www.fda.gov/BiologicsBloodVaccines/NewsEvents/ucm234976.htm>
- However, it is not typical or expected that individuals will routinely access the CBER Twitter page from an HHS website, or website operated on behalf of HHS. Individuals have existing Twitter accounts that are typically used to receive short messages and updates from many individuals, organizations, businesses, and government agencies. Individuals with Twitter accounts may navigate directly to the CBER Twitter page without going through FDA.gov.
- 10. If the public navigates 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?** Yes
 - 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
 - 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
 - 13. Is PII collected by the OPDIV from the third-party Website or application?** No
 - 14. 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: No PII will be collected or used by FDA.

Individuals with Twitter accounts can use their real name and allow access to their profile which can contain other information that they choose to make public.

FDA has no practical use for the information contained in individual user profiles or any personal information a user includes in a tweet, and has no intent to use that information.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA cdrh Industry
 - 2. Date of this Submission:** 31-Aug-11
 - 3. 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
 - 4. Does the third-party Website or application contain Federal records?** No
 - 5. Point of Contact (POC):** Dori Stehlin
 - 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A communications channel to post approvals, recalls, and other general information and direct users to www.fda.gov/medicaldevices
 - 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
 - 8. 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 may access information on www.fda.gov/MedicalDevices where they will also find phone, email and mailing address contact information, and, individuals may subscribe to FDA email through GovDelivery <http://www.fda.gov/AboutFDA/CentersOffices/CDRH/ucm135906.htm>
 - 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** (i) External hyperlink <http://www.fda.gov/MedicalDevices/NewsEvents/ucm177150.htm>
<http://www.fda.gov/NewsEvents/InteractiveMedia/default.htm#micro>

(iii) Other
 - 10. If the public navigates 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?** Yes
 - 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
 - 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
 - 13. Is PII collected by the OPDIV from the third-party Website or application?** No
 - 14. 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:** PII collected: None
PII likely to be made available: association of name with activity; open-ended comments or responses which may contain PII.
FDA/CDRH does not use PII and has no intended or expected use of the data in connection with Twitter.
- Senior Official for Privacy Name:** Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDA Device Info
 - 2. Date of this Submission:** 31-Aug-11
 - 3. 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
 - 4. Does the third-party Website or application contain Federal records?** No
 - 5. Point of Contact (POC):** Dori Stehlin
 - 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A communications channel to post approvals, recalls, and other general information and direct users to www.fda.gov/medicaldevices
 - 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
 - 8. 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 may access information on www.fda.gov/MedicalDevices where they will also find phone, email and mailing address contact information, and, individuals may subscribe to FDA e-mail through GovDelivery. <http://www.fda.gov/AboutFDA/CentersOffices/CDRH/ucm135906.htm>
 - 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** (i) External hyperlink
<http://www.fda.gov/MedicalDevices/NewsEvents/ucm177150.htm>
<http://www.fda.gov/NewsEvents/InteractiveMedia/default.htm#micro>

(iii) Other
 - 10. If the public navigates 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?** Yes
 - 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
 - 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
 - 13. Is PII collected by the OPDIV from the third-party Website or application?** No
 - 14. 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:** PII collected: None.

PII likely to be made available: association of name with activity; open-ended comments or responses which may contain PII.

FDA/CDRH does not use PII and has no intended or expected use of the data in connection with Twitter.
- Senior Official for Privacy Name:** Frederick J. Sadler

Senior Official for Privacy Approval Date: 25-Oct-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDAMedWatch
- 2. Date of this Submission:** 1-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Jay Wattenberg
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A way to disseminate MedWatch safety alerts.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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 may visit the MedWatch web site on FDA.gov, or take advantage of the available RSS feed or GovDelivery e-mail message options provided at FDA.gov.
- 9. How does the public navigate to the third-party Website or application from the OPDIV:** (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: External link
<http://www.fda.gov/Safety/MedWatch/default.htm>

Twitter users may also navigate directly to this Twitter page.

- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** No PII is collected or used by FDA. Unsolicited PII may be submitted by users who make PII available by disclosing it in their Twitter profile or their responses.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 25-Oct-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

1. Third-Party Website or Application Name: FDA/Twitter/FDATobacco

2. Date of this Submission: 15-Aug-11

3. 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

4. Does the third-party Website or application contain Federal records? No

5. Point of Contact (POC): Ann Aikin

6. Describe the specific purpose for the OPDIV use of the third-party Website or application: To communicate about key CTP activities and other relevant news and events.

To disseminate a variety of tobacco-related public information, including release of new regulations, meetings and special events, relevant research, new resources.

To increase interaction with our communication intermediaries and organizational stakeholders.

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

8. 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 visit www.fda.gov/tobacco

9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: (i) An external hyperlink from FDA's website

<http://www.fda.gov/TobaccoProducts/default.htm>

(iii) Other

10. If the public navigates 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? Yes

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

12. Is an OPDIV Privacy Notice posted on the third-party Website or application? Yes

13. Is PII collected by the OPDIV from the third-party Website or application? No

14. 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: PII collected: None.

Unsolicited PII from the public: It is possible the public could make PII available such as a name, address, or other personal information they choose to include in a tweet/response or in their Twitter profile.

FDA does not intend or expect to use any PII that may be made available.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 23-Sep-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/FDAWomen
- 2. Date of this Submission:** 1-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Alison Lemon, MHS
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** A communications channel to send out short messages with web links to topics of interest to voluntary followers on Twitter. Limited numerical statistics may be measured (tweets, number of followers, retweets) to assist OWH in refining communication messages and to enhance outreach to our stakeholders.
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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 may obtain substantially equivalent information by directly visiting the OWH website, signing up for Listserv email subscriptions, or by submitting questions by telephone, email or letter. This contact information is provided on our OWH main webpage which is prominently linked at the top of the OWH Twitter page.
<http://www.fda.gov/womens>
- 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** An external hyperlink is available on <http://www.fda.gov/womens>, under the sidebar heading "stay connected."
However, it is not expected that individuals will routinely access the OWH Twitter page from an HHS website, or website operated on behalf of HHS. Individuals with Twitter accounts may navigate directly to the OWH Twitter page without going through [FDA.gov](http://www.fda.gov).
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** No PII will be collected by FDA.

Unsolicited PII may be submitted by the public. Individuals with Twitter accounts can use their real name and allow access to their profile which can contain other information that they choose to make public.

The OPDIV has no practical use for the information contained in individual user profiles or any personal information a user includes in a tweet, and has no intent to use that information.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 25-Oct-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/Twitter/US_FDA
 - 2. Date of this Submission:** 1-Sep-11
 - 3. 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
 - 4. Does the third-party Website or application contain Federal records?** No
 - 5. Point of Contact (POC):** Daniel Luxenberg
 - 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** Broadcast only Twitter account that disseminates (tweets) the same information found on the FDA Recalls RSS feed. The purpose is to provide an additional communications channel for people to consume this information.
 - 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
 - 8. 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:** Comparable information is available at the FDA newsroom web page, through the press release RSS feed and the press release GovDelivery email list.
 - 9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?:** Hyperlink and Other. A hyperlink to the Twitter page is present on the FDA web site, directing users to the Twitter account. (www.twitter.com/us_fda).
 - 10. If the public navigates 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?** Yes
 - 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
 - 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** Yes
 - 13. Is PII collected by the OPDIV from the third-party Website or application?** No
 - 14. 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:** Twitter users may make available unsolicited PII that they choose to disclose in their profiles or tweets. Regardless, FDA will not be collecting or using any PII.
- Senior Official for Privacy Name:** Frederick J. Sadler
- Senior Official for Privacy Approval Date:** 23-Sep-11
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HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

1. Third-Party Website or Application Name: FDA/UserVoice/Tobaccoideas.fda.gov

2. Date of this Submission: 7-Oct-11

3. 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

4. Does the third-party Website or application contain Federal records? Yes

5. Point of Contact (POC): Ann Aikin

6. Describe the specific purpose for the OPDIV use of the third-party Website or application: To communicate key CTP activities and messaging.

To provide a transparent platform for the public and stakeholders to comment upon CTP activities and messaging.

To increase and maintain engagement with the public and stakeholders.

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

8. 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 call 1-877-CTP-1373 or email AskCTP@fda.hhs.gov.

9. How does the public navigate to the third-party Website or application from the OPDIV: (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: (i) Website operated on behalf of HHS

(iii) Other

10. If the public navigates 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? Yes

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

12. Is an OPDIV Privacy Notice posted on the third-party Website or application? Yes

13. Is PII collected by the OPDIV from the third-party Website or application? No

14. 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: PII collected: None.

PII which the public could make available: Unsolicited PII from the public. It is possible the public could make PII available such as a name, address, phone etc. In some instances the OPDIV may act to remove PII.

FDA does not intend or expect to use any PII the public makes available.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 28-Nov-11

HHS Third-Party Website and Application (TPWA) Privacy Impact Assessment (PIA):

- 1. Third-Party Website or Application Name:** FDA/YouTube/USFoodAndDrugAdmin
- 2. Date of this Submission:** 16-Sep-11
- 3. 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
- 4. Does the third-party Website or application contain Federal records?** No
- 5. Point of Contact (POC):** Joanne Elder
- 6. Describe the specific purpose for the OPDIV use of the third-party Website or application:** YouTube is used as another way to disseminate video to our target audiences
- 7. Have the third-party's privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?** Yes
- 8. 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:** They can also find these videos on the FDA.gov website
- 9. How does the public navigate to the third-party Website or application from the OPDIV:** (i) an external hyperlink from an HHS Website or Website operated on behalf of HHS; (ii) incorporated or embedded on HHS Website; or (iii) Other?: External link from FDA.gov, and other.
- 10. If the public navigates 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?** Yes
- 11. Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?** Yes
- 12. Is an OPDIV Privacy Notice posted on the third-party Website or application?** No
- 13. Is PII collected by the OPDIV from the third-party Website or application?** No
- 14. 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:** Unsolicited PII. FDA will not collect or use any PII. PII that may be made available is limited to that which a Youtube user chooses to make publicly accessible in his or her Youtube profile.

Senior Official for Privacy Name: Frederick J. Sadler

Senior Official for Privacy Approval Date: 23-Sep-11
