

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

May 18, 2021

OPDIV:

CMS

Name:

Eventbrite

TPWA Unique Identifier:

T-4804283-846399

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: N/A

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

Yes

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

The Office of Communications (OC) will create publicly accessible events that are published on <https://www.cms.gov/events> for registration through Eventbrite.com. Eventbrite will collect PII of registrants (individuals) for the event, in order to provide event information and track attendance.

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:

Users may decline registering for an event through Eventbrite and choose to e-mail the CMS contact directly for the event in order to register.

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?

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

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

The public will be redirected to EventBrite.com from <https://www.cms.gov/events> and CMS posts events at <http://cmsgov.eventbrite.com/>

An exit notice will be posted for users exiting the CMS.gov domain.

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?

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:

<https://www.cms.gov/privacy>

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

Yes

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?

Yes

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:

CMS will collect the first name, last name and e-mail address of users. The purpose is for registering for events. This information is collected for communicating with the user about updates to the event, tracking registrants, and providing access to the events (both virtual and in-person).

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:

First Name, Last name, and email address is shared with the Event Coordinator (CMS personnel who is the creator of the event), and the Web Help Service Desk. The Web Help Service Desk manages and administrates CMS Eventbrite. The Event Coordinator communicates with the registrants and is the host of the event.

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

Sharing the PII is limited to only the Web Help Service Desk and Event coordinator. Further, the PII

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

Yes

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

CMS will maintain and secure PII in a password protected file with the CMS Event Coordinator.

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

Eventbrite may disclose, transfer or share Personal Data with certain third parties without further notice to participants. Third Parties include: business transfers, parent companies, subsidiaries, affiliates, agents, consultants, service providers, event organizers, Facebook, social media and third party connections, and for legal requirements.

CMS will only collect information necessary for event registration to minimize risks of collecting more information than required. The use of Eventbrite will be reviewed on a regular occurring basis to assess new risks. Risks can be mitigated for participants by registering via email to the applicable CMS event address without sharing PII directly with Eventbrite.

Participants can reach out to the Privacy Officer at Eventbrite for specific questions by writing to the Privacy Officer at, 155 5th Street, Floor 7, San Francisco, CA 94103, USA or by email privacy@eventbrite.com.

Eventbrite's privacy policy may be found here:

https://www.eventbrite.com/support/articles/en_US/Troubleshooting/eventbrite-privacy-policy?lg=en_US#3