

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

May 13, 2022

OPDIV:

CMS

Name:

Huddled Masses

TPWA Unique Identifier:

T-4566118-096802

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 Huddled Masses to deliver contextually and behaviorally targeted digital advertising. Huddled Masses does not collect PII in the course of these advertising activities and therefore, does not share PII with CMS. Huddled Masses 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.

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 Huddled Masses, consumers can learn about CMS campaigns through other advertising channels such as TV, radio, CMS websites, social media, and 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?

Other... Not Applicable. The CMS websites do not link to Huddled Masses. Huddled Masses is a tool used to place and track advertising on third-party sites.

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

Not Applicable. The CMS websites do not link to Huddled Masses. Huddled Masses is a tool used to place and track advertising on third-party sites.

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?

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-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:

Not applicable. CMS does not collect any PII through the use of Huddled Masses nor will Huddled Masses make available any PII to CMS.

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. Huddled Masses does not collect or share PII.

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

Not Applicable. Huddled Masses 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:

Not Applicable

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

CMS will conduct periodic reviews of Huddled Masses' privacy policy to ensure its policies continue to align with agency objectives and privacy policies and do not present unreasonable or unmitigated risks to user's privacy interests. CMS uses Huddled Masses solely for the purposes of improving consumer engagement with CMS websites by directing consumers to CMS websites through the use of targeted advertising.

Use of Cookies and Web Beacons for Targeted Advertising Based on Sensitive Information

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. In addition, Huddled Masses uses data segments to profile users for advertising purposes. Use of these segments to deliver CMS advertising to these populations may be considered by some individuals to be delivering advertising based on sensitive criteria.

Additional Background: Huddled Masses 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. The non-personally identifiable information collected by Huddled Masses 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. A pixel (or web beacon) is a transparent graphic image (usually 1 pixel x 1 pixel) that is placed on a web page that allows Huddled Masses to collect information regarding the use of the web page. A cookie is a small text file stored on a website visitor's computer that allows the site to recognize the user and keep track of preferences. These technologies provide information about when a visitor clicks on or views an advertisement. Huddled Masses uses that information to judge which advertisements are more appealing to users and which result in greater conversions, such as transactions with CMS websites.

Mitigation: CMS and Huddled Masses provide consumers with information about the use of persistent cookies and related technologies. This information includes what data is collected and the