

# US Department of Health and Human Services

## Third Party Websites and Applications Privacy Impact Assessment

**Date Signed:**

April 01, 2020

**OPDIV:**

NIH

**Name:**

NIH OD Linktree

**TPWA Unique Identifier:**

T-9471949-919110

**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:**

Linktree is a social media service that allows a user to create a resource that contains links they want to share with followers on social platforms such as Instagram, Facebook, YouTube, Twitter and LinkedIn.

To create a Linktree account, the user provides a username, email address and pre-defined category information about the links they will post.

Once the account is created, the user adds their preferred links, copies the unique Linktree Uniform Resource Locator (URL), and pastes it into the 'Website' field of their social media account, such as Instagram or Twitter, or they may share the link on Facebook and/or YouTube. If Linktree is updated, all links are updated on their social media accounts.

There is no charge for creating a basic Linktree page; revenue is generated from the premium options.

NIH does not collect, use or disclose any information about users views , links or accounts.

This is an umbrella Third Party Website Applications (TPWA) Privacy Impact Assessment (PIA) that will be used National Institutes of Health (NIH) wide, by all Institutes, Centers and Offices (ICOs).

**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:**

From the ICO's web site, visitors can "Follow Us" under social media platforms, such as Facebook, Twitter or Instagram.

**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?**

From each participating NIH ICO's website, the user clicks on the hyperlink and is directed to the third-party application.

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

As an umbrella TPWA PIA, the link will vary, as each Institute, Center and Office (ICO) maintain their own public websites. From each participating NIH ICO's website, the user clicks on the hyperlink and is directed to the third-party application.

**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:**

NIH Web Policies and Notices:

**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:**

N/A. Username and email are solely used for creating a Linktree account.

**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:**

N/A. Username and email are solely used for creating a Linktree account.

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

N/A

**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?**

There are no other privacy risks.