

# US Department of Health and Human Services

## Third Party Websites and Applications Privacy Impact Assessment

**Date Signed:**

June 29, 2018

**OPDIV:**

OS

**Name:**

Facebook updated by HIV.gov

**TPWA Unique Identifier:**

T-2810599-572462

**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.

N/A

**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?**

No

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

The purpose of the FaceBook page is to establish a presence on a popular social networking platform for communicating information on federal HIV programs, policies, and resources. We will also implement a bot on the HIV.gov FB page. The bot will direct users to specific content, such as HIV basics, HIV signs and symptoms, relevant blogs, that the user might find helpful. Users will not be able to enter any information, but will only be able to respond by selecting from a set of options, such as yes/no.

**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:**

The public can obtain some of the same information via the HIV.gov website, but HIV.gov's target audiences (youth, communities of color) get more of their information through mobile social networking and peer-to-peer platforms.

**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 thirdparty website or application:**

By entering the URL directly or via bookmark and/or by clicking on a link to the TPWA on the HIV.gov website.

**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.hhs.gov/privacy.html>

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

Yes

**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:**

OPDIV will not be collecting PII.

**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:**

No PII will be shared.

**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?**

People can post comments that may include PII. We review each comment made and take down any containing PII. HIV.gov will use a bot for its FB page, which will direct users to relevant content on HIV.gov. Users will not be able to enter any information into the bot. The user will only be able to select from a menu of pre-developed responses options.