

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

June 28, 2017

OPDIV:

OS

Name:

OS/Twitter/HealthFinder

TPWA Unique Identifier:

T-2897069-503745

Is this a new TPWA?

No

Please provide the reason for revision.

The Office of Disease Prevention and Health Promotion (ODPHP) formerly collected requests for Visiting Scholars through the health.gov website. ODPHP no longer receives applications online and therefore there is no PII collected.

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).

N/A.

Describe the plans to obtain OMB clearance.

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 HealthFinder Twitter account is used to highlight existing Office of Disease Prevention and Health Promotion (ODPHP) resources related to prevention and wellness that are relevant and timely, while also working across government agencies and government Twitter handles to share and promote related government content. The Twitter account is also used to engage followers in a dialogue on prevention, thus encouraging attitude and behavior change.

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 comparable information and services from healthfinder.gov if they chose not to use Twitter. Twitter content is repurposed from cleared content available on healthfinder.gov.

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 OPIDIV?

Incorporated or embedded on HHS Website

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

In order to navigate to the third party website or application, the Public has the option to click on the Twitter hyperlink provided

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:

<http://www.hhs.gov/Privacy.html>

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:

Personally Identifiable Information (PII) collected: None

PII Likely to be Made Available:

-association of name with activity

-open-ended comments or responses which may contain PII.

The Operating Division (OPDIV) does not use PII and has no intended or expected use of the data.

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 is shared.

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

No PII is shared.

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:

No PII is used or maintained.

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

In our reporting procedures, we occasionally capture links to notable tweets sent to @healthfinder by followers. However, these are only shared internally for the purposes of gauging success of our outreach, and they are only stored with user names (e.g., "@healthfinder") rather than the actual name. These are typically tweets from notable organizations. No tweets with personally identifiable information (e.g., names, phone numbers, etc) will be collected or stored. Also, individual profiles can share association of accounts which the users "follow". This should be mitigated by personal privacy settings.