

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

June 09, 2017

OPDIV:

OS

Name:

Program Support Center FaceBook

TPWA Unique Identifier:

T-8195236-522193

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

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

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 Facebook page for the Therapist Professional Advisory Committee (TPAC) will share information regarding Public Health, Therapist initiatives, and recruiting events. The Facebook page will provide an alternate means of raising public health awareness of "therapist-specific public health issues" through the various Social Media Networks. The Therapist Professional Advisory Committee (TPAC) would like to increase visibility of the Therapist Category to fall in line with the other categories with current Facebook pages including: The Public Health Service (PHS) Pharmacy Category, The PHS Nursing Category, The PHS Environmental Health Officer Category, etc. The Facebook page will be a means to share previously published information relevant to public health, therapy, rehab, and the Commissioned Corps. The vision of the page shares the Vision of the Surgeon General in which brings Therapists public health awareness initiatives can include: Traumatic Brain Injury prevention, Health and Wellness Promotion, Injury prevention, audiology awareness, Speech Therapy/swallowing initiatives and Respiratory Therapy. The page will also provide links to vacancies reposted from the USA Jobs website. The intended audience includes: USPHS Therapists, USPHS Therapist candidates, USPHS Officers, Physical Therapists, Occupational Therapists, Audiologists, Speech and Language Pathologists, Recreation therapists, and Respiratory therapists. The page will not be the sole source of information for users and supports the U.S. Surgeon General's vision of Use of Social Media. The use of this TPWA is to promote Public Health Awareness regarding issues as they relate to the Therapist Category of United States Public Health Officers under the US Surgeon General.

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 Therapist category also has a TPAC website with a link from the United States Public Health Service (USPHS) USPHS.gov website: <https://usphs.gov/profession/therapist/> but, the information is geared towards recruitment of new Therapist officers only. The public can access the same information posted on the Facebook page from the following resources: USA Jobs website, Commissioned Corps Management Information System (CCMIS) Website, and non-government websites promoted by various professional organizations. The page will not be the primary source of information shared with the public.

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?

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:

The public will need to have a Facebook account to access the page. The page is searchable and it will be set up as an open Facebook page. The public will need to "like" the page for it to show up on their personal news feeds. While the page will contain Facebook (FB) user names personally identifiable information (PII), the PII on the page will not be used by the TPAC, will not be collected, and will not be stored in any way.

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?

No

Provide a hyperlink to the OPDIV Privacy Policy:

<https://www.usphs.gov/main/privacy.aspx>

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:

Operating Division (OPDIV) will not use PII. While PII (name only and user profiles) will be maintained on the FB page, it will not be utilized or stored by the OpDiv.

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:

The Op/DIV will not use PII and will not share PII, but the PII will be public on the Facebook page when the user "likes" the page. The user has the option to limit PII shared in the users personal FB page Privacy settings. The OPDIV will not collect this information and will not use it.

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

PII will not be used, and will not be shared.

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:

All posts will be screened by administrator and PII will not be allowed (other than name). Integrity: The OP/DIV will not utilize the FB users name, will not share it, and will not post it. Availability: The OP/DIV will not make the users name available to anyone else. Accuracy: The OP/DIV will not take the responsibility to ensure the PII is accurate. Facebook users can utilize any name and the OP/DIV has no way to ensure the accuracy of a personal Facebook account. Relevancy: The name is not relevant to the FB Page. The names are not published and has no effect on the purpose of the information other than the information being posted on the page is made available by the Facebook user that has chosen to "like" the page. No federal records will be available on the page.

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

All posts requested for the page will be pre-screened by an Admin (designated by the TPAC Social Media Subcommittee Chair) prior to allowing them to be published on the page. The FB User has the option to limit PII shared through Facebook Privacy settings located on their profile page. No Federal records will be available on the page.