

## **EZ PIA**

*This form should only be used for systems that do not qualify as a major information system. It is designed for small projects, databases, Web 2.0 applications, etc. For questions about the form you should contact NGC.*

### **I. System identification**

- a. System name: Facebook**
- b. System owner: Pamela Wright, Social Media Team**
- c. Office system is located in: NPOL**
- d. PIA author name:** Kelly Osborn and Hannah Bergman. **Phone:** 301-837-0870
- e. Date of PIA:** September 17, 2010.
- f. One paragraph description of the system:**

NARA has several Facebook pages managed by program offices in locations at NARA's Washington, D.C. offices, its regional archives, and the presidential libraries. These Facebook pages increase NARA's online presence and are another way for the public to interact with NARA.

### **II. Privacy Assessment**

- a. What information is being (or will be collected)? For databases, list fields**  
NARA does not collect, maintain or disseminate PII from individuals who interact with NARA on any of our Facebook pages. Facebook may collect PII from individuals but this information is not shared with NARA.

NARA does not browse individuals' Facebook pages to collect PII about them.

Individuals may write on a NARA's Facebook Wall or comment on items posted on NARA's Facebook pages. The individual's name and profile picture, which are visible to the public and have been voluntarily shared with NARA, are captured and saved through NARA's records management processes.

When individuals share sensitive PII, such as a Social Security Number, on a Facebook wall or through a comment, the PII is moderated in accordance with NARA's comment and posting policy.

If individuals check in through the Facebook places application, that information is not used by NARA to track individual behavior. Statistical information may be used to enhance researcher and museum visitor experiences. NARA collects information through the archiving of records on its Facebook sites.

b. **Why is the information being collected?**

Any PII that is collected is done so through the management of federal records. NARA does not collect PII beyond that identifying information which is shared through Facebook's Wall and similar features.

c. **How do you intend to use this information?** Information gathered through the management of federal records is used to document the development of federal policies and managed with a federal records schedule.

d. **With whom will the information be shared?** All of the information captured through the management of NARA's Facebook pages is information that is or was publicly accessible. PII that has been removed from a Facebook page in accordance with our comment and posting policy is retained in the records of the office that manages the Facebook page.

e. **How is the information stored?** Electronically and in paper form

i. **What records schedule applies?** The records are unscheduled.

ii. **For how long will the information be kept?** Unscheduled records are retained as permanent until they are scheduled.

f. **What notice or opportunities for consent is provided to individuals when their information is collected?** All information collected through the capture of NARA's Facebook pages is information voluntarily shared by individuals with NARA on a public web site. On each Facebook page maintained by NARA, the Info tab contains NARA's privacy notice and comment and posting policy. The comment and posting policy tell visitors: "Do not post personally identifiable information such as social security numbers, addresses and telephone numbers. Comments containing this information will be removed from the Facebook fan page wall."

i. **If there is a privacy policy in place, please provide the text of it and describe how it is made available to users.** On each Facebook page maintained by NARA, the Info tab contains NARA's privacy notice and a link to archives.gov. The privacy notice says:

**PRIVACY NOTICE**

This site is not hosted by the National Archives and Records Administration and thus the privacy policies of NARA do NOT apply. The privacy policy for this web site may be found at <http://www.facebook.com/privacy/explanation.php>. NARA retains records of the content on the NARA portion of this site, as is provided for in our records retention schedules and mandated by the Federal Records Act. These records include user comments and any personally identifiable

information a commenter shares with NARA. Because these records are collected from a public web site, it may be disclosed to others and used by NARA in the conduct of agency business. Please do not share information such as social security numbers, birth dates, or other private information that you do not want to make available to others. NARA disclaims any liability for any loss or damage resulting from any comments posted on this page. This forum may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.

Information about NARA activities and other methods to communicate with NARA are also available on NARA's official web page at <http://www.archives.gov/>, along with archival photos, videos and other documents. The privacy policy for <http://www.archives.gov/> maybe found there.

ii. **Is this system a Privacy Act system of records? No**

**If yes, then what SORN is the system covered by?**

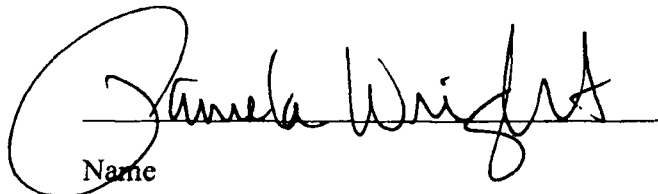
Click here to enter text.

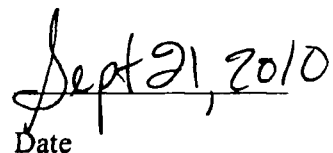
g. **How is the information secured?**

All PII is secured in accordance with NARA's internal directive on PII. In particular, sensitive PII removed from a Facebook page in accordance with the comment and posting policy is stored electronically in a password protected file. Each office maintains its own file system with information from its Facebook page only. This information is not centralized or regularly shared with other offices in an effort to mitigate security concerns.

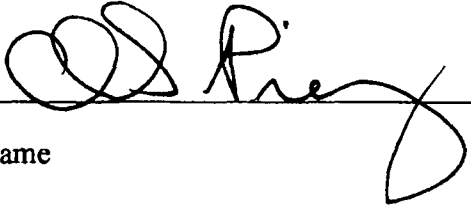
### III. Approval of PIA

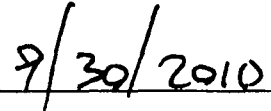
a. **System owner**

  
Name

  
Date

c. **Chief Information Officer**

  
Name

  
Date