



Privacy Impact Assessment

Full Entry Name: **Social Networking Use at NASA**

NASA Center: **NASA Headquarters**

Office/Mission Program/Project Supported: **Public Affairs Office**

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System Overview: **National Aeronautics and Space Administration (NASA) uses Social Networking Applications including the use of non-government websites and web-based tools, which provide the capabilities of connecting and providing information to individuals inside and outside of NASA.**

The term "social media," also referred to as social networking, Web 2.0, or Gov 2.0, describes media designed for dissemination over websites through social interaction, and created using highly accessible and scalable publishing techniques. Social media focuses on the ability of people to collaborate and share information online. It is an enabling platform for Web-based communities of interest, collaboration, and interactive services. Through social media, people or groups can create, organize, edit, comment on, combine, and share content of mutual interest.

This Privacy Impact Assessment (PIA) covers all of NASA's current, authorized social media websites and applications that are functionally comparable with substantially similar practices across each website and application. This includes those owned by NASA or by a third-party on NASA's behalf.

Many third-party social media websites and applications collect personally identifiable information (PII) (e.g., name, date of birth, age, etc.) to establish a user account, build a user profile for registration or other purposes. NASA does not have access to this data and does not directly or indirectly collect, maintain or disseminate PII from individuals who interact with authorized third parties or NASA controlled social media websites or applications. NASA encourages users however, to consult the representatives of any third-party controlled and operated service provider to be informed of the PII collection and maintenance policies on these social media websites prior to providing it.

Upon registration, users select a level of interaction and elect a level of visibility they want to have through the use of these social media websites or applications. Users may place comments, messages and other information on the websites' public spaces. The extent of any PII revealed by the user is completely at his or her discretion and as such cannot be fully characterized. At times, users may voluntarily provide contact information, such as an e-mail address which may or may not identify the individual, for NASA personnel to use in requested follow-up activities. Where possible, NASA strongly discourages the posting of PII and reserves the right to purge PII of which we become aware and to the extent possible, as it does not meet our posting standards.

NASA does not intend to solicit, collect, maintain or disseminate PII or information covered under the Privacy Act of 1974 from individuals who interact with these authorized

social media websites and applications, and will prepare a separate PIA for any social media use that raises distinct privacy risks from those covered by this PIA.

Using these third-party sites does not constitute an endorsement by NASA or any of its employees of the sponsors of the sites or the information or products presented on the sites. Additionally, please be aware that the privacy protections provided at

http://www.nasa.gov/about/highlights/HP_Privacy.html may not be available on third-party sites and applications. Due to the dynamic nature of social media, this PIA will not list NASA's authorized social media websites and applications. An updated list of NASA's current social media presence can be found at <http://www.nasa.gov/connect/index.html>.

Privacy

Collection contains the following: (check the applicable items)	Other (Every social networking site is unique with multiple fields that users can choose to make public. This capability is managed solely through the social networking provider and NASA does not collect, maintain or use this information in any way.)
The application/website/information system stores, collects, or maintains Information in Identifiable Form (IIF).	No
Information is collected on the following:	
The collection of PII is justified.	Yes
Law, regulation, or Government-wide policy justifies the collection of the information.	In accordance with OMB Circular A-130, NASA may use the minimum amount of PII which it receives unsolicited, as necessary for the proper performance of agency functions and which has practical utility in the performance of actions as intended by the information provider, in compliance with applicable laws, regulations and Government-wide policy, including the Privacy Act, Paperwork Reduction Act and the Federal Records Act. Any deviation or departure from the collection policies outlined in this PIA will require the execution of an additional individual assessment and PIA to be completed and published. Additionally, the President's Memorandum on Transparency and Open Government (January 21, 2009) and the Director of the Office of Management and Budget's (OMB) Open Government Directive Memorandum (December 8, 2009), direct agencies to harness new technologies to engage the public and provide concrete steps to implement the system of transparency, participation, and collaboration. They also encourage the solicitation of public feedback to identify information of the greatest use to the public, assess and improve levels of collaboration, and identify new opportunities for cooperation in government.

NASA will use the information in the following ways:	NASA may utilize social media websites or applications for external relations (such as communications, outreach, and public dialogue), to provide information about or from NASA, to encourage citizen participation, engagement, and collaboration, to provide NASA with a new channel to broadcast its core messages targeted at its stakeholders, and to provide customer service. NASA uses these tools to make information and services widely available, while promoting transparency and accountability. Any information that NASA places on a social media website or application will also be made available through NASA's official website (www.nasa.gov), or other official means, whenever possible. If NASA uses social media to solicit feedback, NASA will provide an alternative government e-mail address where users can also submit feedback, whenever possible. While NASA does not solicit PII, IIF or other information from individuals in a standard way and does not collect, maintain, or disseminate this type of information on those who interact with its authorized social media websites and applications, NASA may use the minimum amount of PII, which it receives unsolicited, that is necessary for the proper performance of agency functions and which has practical utility in accordance with OMB Circular A-130. For example, if a user provides unsolicited contact information and requests that the Agency respond, NASA is permitted to use the contact information to do so. If such contact information is provided, NASA will use it only for the purpose for which it was provided, i.e., follow-up for the specific reason that the user requested. Additionally, NASA will collect and maintain such information in compliance with applicable laws and regulations including the Privacy Act, Paperwork Reduction Act, and the Federal Records Act.
The collection is the minimum necessary to accomplish the purpose of the collection.	Yes
Consent	
The IIF is collected.	Voluntary, Comment: NASA does not solicit PII, IIF, or other information from individuals in a standard way and does not collect, maintain, or disseminate this type of information on those who interact with its authorized social media websites and applications.
There is a process in place for the following	
Ensuring consent is obtained from the individuals whose IIF is stored, collected, or maintained.	No (NASA does not solicit PII, IIF, or other information from individuals in a standard way and does not collect, maintain, or disseminate this type of information on those who interact with its authorized social media websites and applications. NASA may use the minimum amount of PII that it receives unsolicited, which is necessary for the proper performance of agency functions and which has practical utility in accordance with OMB Circular A-130.)
Security Controls	

Monitor and Response to privacy and/or security incidents policies.	N/A (This is a third-party website that is managed and owned outside of the control of NASA or any NASA controlled resources. Information provided to these third-party websites is at the sole discretion of the user. NASA encourages users however, to consult the representatives of any third-party controlled and operated service provider to be informed of the PII collection and maintenance, terms of service and privacy policies on these social media websites prior to providing their information.)
Access controls:	N/A (This is a third-party website that is managed and owned outside of the control of NASA or any NASA controlled resources. Information provided to these third-party websites is at the sole discretion of the user. NASA encourages users however, to consult the representatives of any third-party controlled and operated service provider to be informed of the PII collection and maintenance, terms of service and privacy policies on these social media websites prior to providing their information.)
Technical controls (safeguards) are in place to minimize the possibility of unauthorized access, use, or dissemination of the IIF in the application/website/information system/cloud system.	N/A (This is a third-party website that is managed and owned outside of the control of NASA or any NASA controlled resources. Information provided to these third-party websites is at the sole discretion of the user. NASA encourages users however, to consult the representatives of any third-party controlled and operated service provider to be informed of the PII collection and maintenance, terms of service and privacy policies on these social media websites prior to providing their information.)
Information Sharing Practices	
The application/website/information system/cloud systems collects IIF from other resources (e.g., databases, websites)	No
The application/website/information system/cloud system populates data for other resources (e.g., databases, websites, or external agencies, people, or organizations).	No
Disclosures comply with applicable laws, regulations, and policies.	Yes
Accessibility, Redress, Complaints	
There is a process in place for periodic reviews of IIF in the system to ensure data integrity, availability, accuracy, and relevance.	N/A (No PII or IIF is collected through the use of this medium that is shared with, collected by, or used by NASA.)
Third-Party PII Practices	
Purpose of Agency Use	

The Third-Party website/application relationship to the Agency's mission:	These are social media applications used by the public to access NASA information posted by NASA employees and contractors carrying out official duties. These applications enable communication about NASA missions and activities to the public in line with the National Aeronautics and Space Act of 1958's directive to education and inform the public of NASA activities, in particular Sec. 20112 (a)(3) which directs NASA to "provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof." NASA's presence on these applications is also in support of The President's Memorandum on Transparency and Open Government (January 21, 2009) and the Director of the Office of Management and Budget's (OMB) Open Government Directive Memorandum (December 8, 2009), directing agencies to harness new technologies to engage the public and provide concrete steps to implement the system of transparency, participation, and collaboration.
The use is consistent with all applicable laws, regulations, and policies.	Yes
The Agency will work with the Office of General Counsel to ensure continued compliance.	Yes
PII Availability to the Agency	
The PII will be made available to the Agency.	No
NASA's Intended/Expected Use of PII	
Intended Use:	The Agency will not be soliciting information from users, including IIF or Privacy information at any level. Some social media service providers/applications may collect information from users. This is required for the establishment of their profiles or accounts in order to use the service/application. Information collected by social media service/application providers is not collected by, accessed by, shared or utilized in an way with NASA. When users agree with terms of service or review privacy policies associated with these applications, they are agreeing to a relationship between user and non-NASA service/application provider for that social media service/application. Information transactions which take place for these purposes are separate from any NASA activity, presence or requirements and no NASA insignia or any mention of the Agency is present at the point of terms of service acceptance, privacy policy review or at any point of information collection.

Types of uses of the PII.	Public interaction/open government activities (These are social media applications used by the public to access NASA information posted by NASA employees and contractors carrying out official duties. These applications enable communication about NASA missions and activities to the public in line with the National Aeronautics and Space Act of 1958's directive to education and inform the public of NASA activities, in particular Sec. 20112 (a)(3) which directs NASA to "provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof." NASA's presence on these applications is also in support of The President's Memorandum on Transparency and Open Government (January 21, 2009) and the Director of the Office of Management and Budget's (OMB) Open Government Directive Memorandum (December 8, 2009), directing agencies to harness new technologies to engage the public and provide concrete steps to implement the system of transparency, participation, and collaboration.)
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Web Measurement and Customizing Technology	
The Application/Website/Information System Utilizes Web Measurement and Customization Technology (Cookies/Persistent Tracking).	No

Concur:

/s/ Concurred

John Yembrick

System Owner

Date: 02/25/2013

Concur:

/s/ Concurred

MARION MEISSNER

Center Privacy Manager

Date:02/28/2013

Concur:

/s/ Concurred

BRYAN MCCALL

NASA Privacy Program Manager

Date: 03/28/2013

Approve:

/s/ Concurred

JASON GILLIS

On behalf of LINDA CURETON, Senior Agency Official for Privacy

Date:03/28/2013