

# US Department of Health and Human Service

## Third Party Websites and Applications Privacy Impact Assessment

**Date Signed:**

August 17, 2017

**OPDIV:**

OS

**Name:**

OS/Facebook/HealthFinder.gov

**TPWA Unique Identifier:**

T-3478220-503745

**Is this a new TPWA?**

No

**Please provide the reason for revision.**

Addition of Facebook on HealthFinder.gov

**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.**

null

**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: null

**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 will serve to educate and engage individuals in prevention and wellness behavior change. The approach will include ongoing challenges to encourage fans to take small steps toward behavior change and to model healthy behaviors to their peers and networks while sharing successes and challenges. The Facebook page will draw upon content from healthfinder.gov and National Health Observances, content and cross-promotion from the @healthfinder Twitter account, the 2010 Dietary Guidelines for Americans and Physical Activity Guidelines for Americans, as well as vetted prevention content from across HHS offices and initiatives. The Quick Guide to Healthy Living(QGHL) has been dropped from the site.

**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:**

All information is also 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 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:**

In order to navigate to the third party website or application, the Public has the option to click on the Facebook icon/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?**

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:**

No Personal Identifying Information (PII) is collected

**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 collected or shared

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

No PII collected or 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 collected, used, or maintained.

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

N/A