

## 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:** Pinterest
- b. **System owner:** Pam Wright, Social Media Team
- c. **Office system is located in:** VES
- d. **PIA author name:** Mary Krakowiak Phone: 301.837.1971
- e. **Date of PIA:** January 8, 2013
- f. **One paragraph description of the system:**

Pinterest is an online community that allows users to organize and share content found across the web. NARA maintains two Pinterest accounts: one for archival records and one for Our Presidents. Programs offices and libraries create boards, sharing content from the holdings of the National Archives and the presidential libraries. This will allow NARA to share records and images of artifacts with the public.

### 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 Pinterest. Pinterest may collect PII from individuals but this information is not shared with NARA.

NARA does not browse individuals' Pinterest accounts to collect PII about them.

Individuals may comment on a NARA Pinterest pin or board. 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. NARA does not search or retrieve this information by individual's name or personal identifier.

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

- 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 Pinterest pin comments 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 Pinterest boards is information that is or was publicly accessible. PII that has been removed from Pinterest in accordance with our comment and posting policy is retained in the records of the office that manages the Pinterest account (Digital Engagement).
- 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 Pinterest boards is information voluntarily shared by individuals with NARA on a public web site. On the Pinterest accounts maintained by NARA, the privacy policy and comment policy will be linked to from Archives.gov. The comment and posting policy tells 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 Pinterest account."
  - i. **If there is a privacy policy in place, please provide the text of it and describe how it is made available to users.** The Privacy Notice on Archives.gov will be linked to in the description of NARA on Pinterest. The privacy notice says: "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://pinterest.com/about/privacy/>. 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> may be found there."

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

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

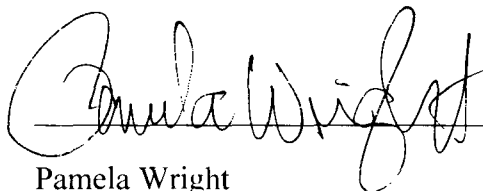
(Click here to enter text.)

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 Pinterest 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 Pinterest account 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**

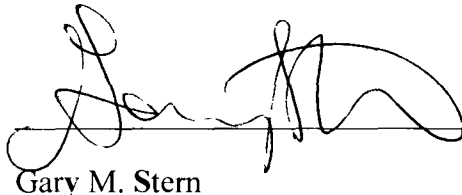
  
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Pamela Wright

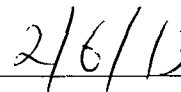
  
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Date

b. **Senior agency Official for Privacy**

  
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Gary M. Stern

  
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Date