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: CrowdHall**
   b. **System owner:** Pamela Wright
   c. **Office system is located in:** Office of Innovation, Web and Social Media Branch
   d. **PIA author name:** Kristen Albrittain **Phone:** 301.837.3009
   e. **Date of PIA:** 07/2/2015
   f. **One paragraph description of the system:**

   CrowdHall is an ideation platform that allows users to create interactive town halls for the purpose of gathering ideas and feedback from interested stakeholders. CrowdHall allows both public and private password-protected forums. Organizers are able to solicit original questions as well as user input on proposed projects and can prioritize and organize the content within categories. Content is searchable and can be socially shared through email, Twitter, and Facebook.

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 through our CrowdHall account. CrowdHall collects any information necessary to create accounts. Participants can voluntarily provide information such as first and last name and email address. CrowdHall may collect anonymous demographic data, such as age and gender, and information about computer hardware such as IP addresses, browser type, domain names, access times and referring website addresses. This information is not collected or stored by the National Archives.

   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 by a user contributing to CrowdHall.

   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.

The information will not be used by the Agency. The service provider uses this information in operation of the service, to maintain quality of the service, to provide general statistics regarding use of the CrowdHall website, and occasionally to share information about related partner services. Users may opt-out of receiving any or all communications from CrowdHall by contacting http://crowdhall.com/about/contact.

d. **With whom will the information be shared?**
The system administrators, moderators, and participants will have access to ideas and comments submitted, as well as the limited profile information voluntarily submitted by each participant, as this is a public dialogue intended for transparent uses. Moderators can delete inappropriate comments from the site. Only system administrators have access to the file of email addresses and names. Information on emails and names are not to be exported or downloaded for any purpose.

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 CrowdHall communities is information voluntarily shared by individuals with NARA.

A disclaimer in the Privacy Policy will ensure that participants are notified that e-mail addresses and other account information resides on CrowdHall's servers rather than NARA's.

   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 following privacy policy is made available on NARA's website at http://www.archives.gov/social-media/policies/:

   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 https://crowdhall.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.**

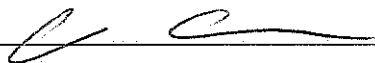   **If yes, then what SORN is the system covered by?**

      N/A.

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 community page in accordance with the comment and posting policy is stored electronically in a password protected file. This information is not kept by the office which manages the project.
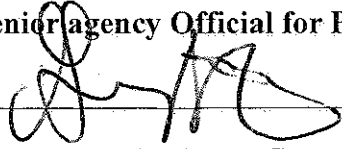
III.   **Approval of PIA**
    a. **System owner**

Name: Andrew Wilson, Digital Engagement Division Director

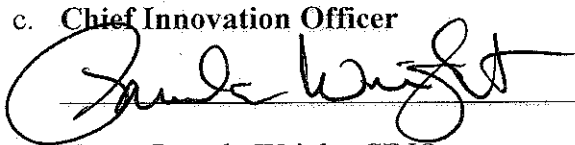Date: 7/7/2015

b. **Senior agency Official for Privacy**

Name: Gary M. Stern, General Counsel

Date: 7/13/15

c. **Chief Innovation Officer**

Name: Pamela Wright, CINO

Date 7/8/15