

## 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:** Tumblr
- b. **System owner:** Pamela Wright, Open Government Division
- c. **Office system is located in:** IO
- d. **PIA author name:** Jill James and Hannah Bergman **Phone:** 301-837-0760
- e. **Date of PIA:** August 29, 2011
- f. **One paragraph description of the system:**

NARA has several Tumblr blogs (or tumblelogs) managed by program offices in locations at NARA's Washington, D.C. offices and the presidential libraries. These Tumblr blogs increase NARA's online presence and are another way researchers are able 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 Tumblr blogs. Tumblr may collect PII from individuals but this information is not shared with NARA.

When individuals reblog (and optionally provide their own commentary) or like a NARA Tumblr blog post, only their type of action, screen name, and commentary are captured and visible in the Notes on NARA's blog post. This information may be collected through standard federal records management practices.

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

No PII is collected through Tumblr. There is the possibility that an individual would reblog a NARA Tumblr blog post and add their own commentary to the post, which may appear in the Notes for the Tumblr blog post, and thus it would be collected as the records are managed.

- c. **How do you intend to use this information?** Any information collected is done through the management of federal records.
- d. **With whom will the information be shared?** All of the information captured through the management of NARA's Tumblr blogs is information that is or was

publicly accessible. These records have not yet been scheduled but when a schedule is approved they will be managed in accordance with it.

- 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 Tumblr blogs is information voluntarily shared by individuals with NARA on a public web site. On each Tumblr blog maintained by NARA, the Policies page contains NARA's privacy notice and comment and posting policy. The comment and posting policy tell visitors: "The content of all comments is immediately released into the public domain, so do not submit anything you do not wish to be broadcast to the general public. Do not post personally identifiable information such as social security numbers, addresses and telephone numbers. Comments containing this information will be removed from the blog."

- 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 Tumblr blog's Policies page, the following privacy notice is posted:

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.tumblr.com/privacy\\_policy/](http://www.tumblr.com/privacy_policy/). 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?**

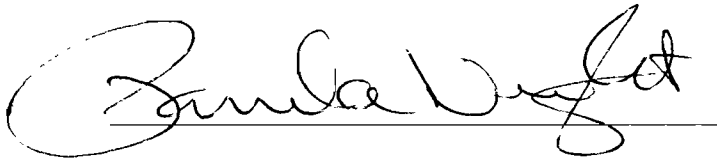
N/A

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

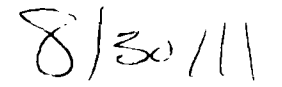
All PII is secured in accordance with NARA's internal directive on PII. As no PII is collected through NARA's Tumblr blogs, the records are not specially handled.

**III. Approval of PIA**

a. **System owner**

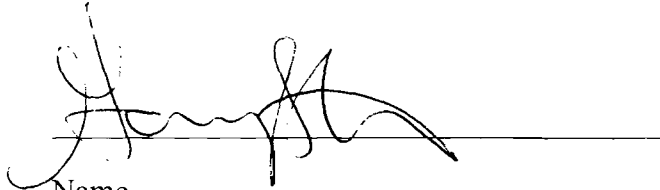


Name

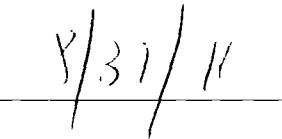


Date

b. **Senior Agency Official for Privacy**



Name

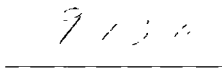


Date

c. **Chief Information Officer**



Name



Date