

Privacy Impact Assessment
National Museum of Natural History
Education E-Newsletter Sign-up and Survey

I. System Identification

1. System Name: NMNH Education & Outreach Department E-Newsletter Sign-up and Educator Survey Form
<http://www.mnh.si.edu/education/survey/index.cfm>
2. System Owner: Bill Watson,
3. Office of System Owner: NMNH Education & Outreach Department
4. IT System Manager: James Kochert
5. Approving Official: Shari Rosenstein, Director for Education and Outreach
6. Date: May 2009
7. Brief (one paragraph) description of the system:

The system is designed to be used to collect contact information from teachers and information about how they plan to use NMNH exhibits and resources with their classes. The system will allow the NMNH Education & Outreach Department to collect this information from teachers who voluntarily provide it and to distribute departmental informational email, including a newsletter, to teachers who choose to receive it. It will also allow the department to begin to track how teachers use the services we provide.

II. Privacy Assessment

1. What information is being (or will be) collected.

The NMNH Public Web page url is used to collect information from teachers who are interested in receiving email communication from the Department of Education & Outreach and who are willing to share their plans to use NMNH educational resources. The specific information collected will be: Teacher name and email address; School name and mailing address; grade level of the students that the teacher instructs; intent to plan a field trip (yes or no), and, if yes, the exhibit or venue visited, the curriculum topics addressed by the field trip, number of students participating in the field trip, and the approximate date and time of arrival for the field trip; and intent to use NMNH teachers' resources (yes or no), and, if yes, the specific resources used or downloaded.

The information will be provided on a web form directly by the user, on a voluntary basis. The accuracy of the information is dependent upon the user.

2. Why the information is being collected.

The information is being collected to enhance and improve the services provided to teachers. Teachers often ask for information from the museum, and by providing them with a systematic way to give us their contact information and share information about exhibits, programs, and materials of interest to them, we will be better able to do this.

3. The intended use of the information.

The information will be used to provide an e-Newsletter to teachers and to contact teachers with current information about offerings and opportunities of the NMNH Education & Outreach Department. The information about field trips will be used to begin to track the kinds of exhibits, programs, and materials that interest teachers so that we can make more of them available.

4. With whom the information will be shared.

The information will be accessed by the Chief of Onsite Learning Venues at NMNH and one Education Specialist for the purposes of sending an e-Newsletter and learning about the kinds of resources teachers use. Access to the system is determined by the Chief of Onsite Learning Venues in order to meet the goals of the department. Access is controlled by use of a password, which is provided by the NMNH IT Department representative/contact.

Email addresses will be uploaded to Convio, which is the museum's mechanism/program for delivering e-Newsletters to targeted audiences.

5. What notice or opportunities for consent would be provided to individuals regarding what information is collected and how that information is shared.

Providing the information is entirely voluntary. Teachers must click on a link that indicates registration for the e-Newsletter or an invitation to share information about field trips. Once at the registration form, teachers are given the option to opt out of receiving email communications. The consequence for not providing accurate information is not receiving communications.

6. How the information will be secured.

The user is only allowed to submit database records that sign them up for the Education E-Newsletter and record their responses to the survey in the database. There are measures in place on the client-side, i.e. this online form, and on the server-side to prevent them from reading the data or modifying the structure of the database. These server-side measures have been implemented in both the database itself and in the web application. The information that is collected is saved locally on password-secured computers in the Education & Outreach Department.