

**Privacy Impact Assessment**  
**National Museum of Natural History**  
**Exhibits Mexican Cycles Images - Electronic Postcard**

**I. System Identification**

1. System Name: Mexican Cycles: Send an E-card
2. System Owner: Diana Munn, NMNH Special Assistant
3. Office of System Owner: NMNH Exhibits
4. Application Owner: Jim Kochert
5. PIA Author: Diana Munn
6. Approving Official: Diana Munn
7. Date: May 2009
8. Brief (one paragraph) description of the system:

Through this site users can send electronic postcards of six images featured in the Mexican Cycles exhibit presented at the National Museum of Natural History (NMNH) in 2007. The application also gives users the option of signing-up to receive information about Latino-related programming at the Smithsonian or about NMNH public programs. Recipients of e-cards are invited to visit the exhibit's website so they may send their own e-cards.

The information collected is stored in a database. The addresses of those who sign up to receive NMNH news will be sent periodically to key offices at NMNH responsible for sending information about the Museum's public and scientific programs (Latino Program, Office of Education & Office of Development). The addresses of those who sign-up to receive Latino-related programs will be sent periodically to the Smithsonian Latino Center.

**II. Privacy Assessment**

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

The card that is selected; whether card was sent from a kiosk or from the website; date and time when card was sent; greeting selected; opt-in or opt-out selection; name of sender; email of sender; name of recipient; and email of recipient.

The system only ensures that the email addresses provided have an @ sign. It has no other way of ensuring that the names or addresses are valid.

**2. Why the information is being collected.**

The application was designed primarily to bring more traffic to the web page of the Mexican Cycles Exhibit. The second objective was to use this application as a means to build-up the

distribution list of individuals interested in NMNH and Latino-related programming at the Smithsonian.

### **3. The intended use of the information.**

Information will be used by the NMNH Latino Program, Office of Education or Office of Development to send out the Natural History Museum's newsletter or information about special programs. It may also be used by the Smithsonian Latino Center to send out notices about their Latino-related programming.

The information is retrieved by Smithsonian staff by connecting to the database. The email addresses of those that opted-in to receive programming news are identified and the data is transferred to the relevant program office.

### **4. With whom the information will be shared.**

Access to personal data or the ability to enter or edit e-card data is restricted to museum personnel and controlled by the system administrator. Access is limited to those individuals who need it to perform the duties of their job relating to publicizing scientific or public programs. Each individual's access must be approved by the system administrator. The offices and units that can have access to this information include:

- NMNH Latino Program
- NMNH Office of Development
- NMNH Office of Education
- Smithsonian Latino Center

There are no other interfaces with other systems, either internal or external to the Smithsonian.

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

The email information that is collected in the system is obtained from the application through the NMNH website or a kiosk located at NMNH.

Individual inquiries into NMNH privacy-related information can be made in writing to:

Diana Munn  
National Museum of Natural History  
MRC 106, PO Box 37012  
Washington DC 20013-7012

### **6. How the information will be secured.**

The NMNH Latino Program that oversees the Mexican Cycles E-card protects data from unauthorized access and/or disclosure, assures integrity of data stored in electronic form, and protects data from unauthorized alteration or modification. The database is controlled with respect

to access, authority to modify, and ability to operate it. Museum staff access the system through Smithsonian desktop workstations. Servers where data is stored are physically protected in a secure computer room, where access is limited to authorized personnel. Servers are regularly patched to the current level. System logs are regularly reviewed.

All privacy-related information stored on the database will be retained in perpetuity and used periodically to distribute information on public or scientific programs. Information collected through this application is not shared outside of the Smithsonian.