

Privacy Impact Assessment
National Museum of Natural History
Public Affairs Filming Application

I. System Identification

1. System Name: Application for Filming at the Smithsonian
2. System Owner: Kelly Carnes
3. Office of System Owner: Office of Public Affairs
4. Application Owner: James Kochert;
5. PIA Author: Kelly Carnes
6. Approving Official: Randall Kremer, Director of Public Affairs, Office of Public Affairs
7. Date: May 2009
8. Brief (one paragraph) description of the system:

The system allows for producers interested in filming at the Smithsonian's National Museum of Natural History to fill out the Smithsonian's Standard Filming Application and submit it online. The information requested on the form is required by the Central Office of Public Affairs. Once an application is submitted we forward it to the Central Office of Public Affairs review committee for approval to film.

II. Privacy Assessment

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

Information collected includes: Applicant's name, company, company address, phone, email, fax, dates requested for filming, title and purpose of program, location request, departments in contact about filming, objects of interest for filming, staff members interested in filming, time needed to film, minutes of SI footage included in final program, minutes completed program will run, equipment crew will bring, wattage needed for lights, outlet broadcasting program, uses of program, funding for program, copyright ownership of program, recipient of program's proceeds, other organizations involved in filming, scheduled air date, manner in which Smithsonian name will be used/credited.

2. Why the information is being collected.

This information is being collected to submit to the Central Office of Public Affairs film review committee. This committee requires the information in the form to determine if filming at the Smithsonian is permissible. Contact information is required so that we may contact the producer/production company to let them know the status of the request and if approved, coordinate the subsequent film shoot. This information also allows Office of Contracting to create a filming contract.

3. The intended use of the information.

Contact information is used to contact the producer/production company to let them know the status of the request and if approved, coordinate the subsequent film shoot. Information about the film shoot is used to plan the film shoot. The information on the filming application is also used by OCON to create a contract.

4. With whom the information will be shared.

The information is shared between the two filming coordinators in the Office of Public Affairs, Kelly Carnes and Michele Urie. The information is also forwarded to the Central Office of Public Affairs film review committee for review and approval. That committee consists of Linda St. Thomas, Becky Haberacker, and Claire Brown. After the film request has been approved by the Central Office of Public Affairs it is forwarded to Susan Englehardt in the Office of Contracting who then assigns a contracting agent to create a contract based on the application information. The information pertaining the film shoot (not including the contact information for the producer/production company) may also be shared with staff members included in the film shoot.

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

The information is collected in an online form and all of the information requested is required. If any information is missing the Central Public Affairs review committee will return the application and request the remaining information. Before the Filming Application there is a link to "Answers to Frequently Asked Questions" which provides information about why the information is being collected, what it is used for, and who it is shared with.

6. How the information will be secured.

At this time these data are not being stored in a database. This online form is programmed with certain measures in place. The information that is collected is being sent as a PDF attachment in an e-mail message to NMNH Public Affairs staff only. The information that is collected is entered offline from the PDF into an Excel spreadsheet and saved locally on password-secured computers in the NMNH Public Affairs office. The PDFs are kept behind locked doors and are shredded when no longer needed.