

Privacy Impact Assessment National Museum of Natural History Website Survey

I. System Identification

1. **System Name:** National Museum of Natural History Website Survey
2. **System Owner:** Bill Watson, Chief Onsite Learning
3. **Office of System Owner:** NMNH Education and Outreach
4. **PIA Author:** Bill Watson
5. **Unit Director or Designee:** Shari Werb, Director of Education and Outreach
6. **Smithsonian Privacy Point of Contact:** Lauren Greenstein, Sr. IT Systems and Policy Architect
7. **Date:** December 9, 2010

Overview:

The Human Origins website is a National Museum of Natural History (NMNH) public web-based educational application which supports NMNH's public outreach and educational activities concerning human evolution and the science behind it.¹ NMNH would like to conduct a survey of visitors to the Human Origins website so that it is better able to understand its customer base and so that is able to tailor its website to its customers.

Some visitors to the Human Origins website will be randomly selected and invited to participate in a web-based survey (via a pop-up window) developed and hosted through the turnkey survey software SurveyMonkey. SurveyMonkey is a third-party commercial tool which allows users to create customized web-based surveys.² Respondents will be invited to respond to eight (8) questions developed by NMNH. SurveyMonkey will collect responses to the questions on behalf of NMNH. NMNH will download the information from SurveyMonkey via a spreadsheet. The spreadsheet will contain a record of each participant's response to the survey questions. Respondents will not be provided with an opportunity to provide narrative responses to questions. Accordingly, the information that NMNH receives from SurveyMonkey will appear as numeric codes in the cells of a spreadsheet which will correlate to the questions presented. For example, if a respondent indicates that they "agree" with a particular statement, the response will appear in the spreadsheet as a numeric code (i.e., "4."). To that end, NMNH will not be able to determine the identity of respondents to the survey. Moreover, NMNH will not be able to correlate responses with particular individuals.

At the conclusion of the survey, a contractor approved by the Smithsonian's Institutional Review Board (IRB)³ will compile the results of the survey (i.e., aggregate data) into a larger report which will be presented to the NMNH Board of Directors. NMNH may also use the data in publications or presentations about NMNH websites. NMNH anticipates that it will deploy the

¹ Human Origin's website can be found at <http://humanorigins.si.edu/>.

² SurveyMonkey's website is located at: www.surveymonkey.com.

³ The IRB reviews, monitors, and approves research involving human subjects.

survey for approximately thirty (30) days during which time it will collect approximately 700 responses. NMNH and the contractor will delete the data at the conclusion of the survey. Participants will be given an opportunity to obtain the results of the survey.

II. Privacy Assessment

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

The link to the Human Origins website survey can be found at <http://www.surveymonkey.com/s/VL7L2ZH>. NMNH will not be collecting personally identifiable information. However, respondents will be asked to respond to the following eight (8) questions:

- Why they are visiting the website;
- Attitude toward science;
- Rating of the trustworthiness of information from several different sources;
- Whether or not they have visited the museum or its websites before;
- Zip code;
- Gender;
- Ethnicity;
- Level of Education.

2. Why the information is being collected.

The information is being collected so that NMNH is able to evaluate Human Origins website content with respect to target audiences and users.

3. The intended use of the information.

NMNH will use the information to evaluate the Human Origins website, further the development of the NMNH outreach and website content, and determine the educational impact of the Human Origins website.

4. With whom the information will be shared.

Access to the data is restricted to NMNH staff and contractors who have been cleared by the IRB to participate in data collection and analysis. As discussed above, aggregate data will be shared as part of the larger report to the NMNH Board of Directors and may be used in publications or presentations about NMNH websites. In addition, SurveyMonkey will have access to the data because it is collecting the data on behalf of NMNH.

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

Participation in the survey is strictly voluntary. If a respondent chooses to participate in the survey, they are allowed to stop the survey at any time. Respondents will be advised that their responses will only be used when combined with a large number of other responses and that NMNH will not be able to identify respondents. Respondents will also be notified that SurveyMonkey will be collecting information on behalf of NMNH and that SurveyMonkey's privacy policy applies to data respondents provide via a pop-up window that will appear when the respondent is invited to participate in the survey. Respondents will also be advised that data that NMNH receives from SurveyMonkey is subject to the Smithsonian's privacy policy.⁴ Respondents will be given the name and contact information of the Principal Investigator/System Owner so that they are able to raise concerns, ask questions, or receive a copy of the results of the survey.

6. How the information will be secured.

The information will be collected using the NMNH IT SurveyMonkey account which is password protected. The data will be shared with the contractor via encrypted files. At the conclusion of the survey, NMNH will download the data to an NMNH hard drive where it will be subject to Smithsonian data security procedures. SurveyMonkey secures data in accordance with its security policy.⁵

⁴ The notice includes a link to the Smithsonian Privacy Statement which can be found at: <http://www.si.edu/privacy/>.

⁵ SurveyMonkey's Security Statement can be found at: http://www.surveymonkey.com/Monkey_Security.aspx.