

# **Privacy Impact Assessment National Museum Natural History Ocean Portal**

## **I. System Identification**

1. **System Name:** National Museum of Natural History Ocean Portal
2. **System Owner:** Colleen Marzec, Managing Producer
3. **Office of System Owner:** Office of Education and Outreach
4. **PIA Author:** Christine Hoekenga
5. **Unit Director or Designee:** Shari Werb, Director of Education and Outreach
6. **Date:** December 16, 2009
7. **Brief (one paragraph) description of the system:**

The NMNH Ocean Portal is an educational system which supports public outreach and information about the oceans and marine science. The system is used to raise public awareness of the ocean's importance to all life, and inspire all online visitors to become caring ocean stewards.

## **II. Privacy Assessment**

### **1. What information is being collected:**

Visitors to the Ocean Portal site will be requested to complete an optional survey to collect feedback. If a user chooses to fill out the survey, all fields except the privacy terms and over 13 checkboxes (see last two bullets) will be optional.

- Comments and ratings on Ocean Portal content
- Gender
- Age groups: under 13, 14-18, 19-34, 35-59, 60+
- Are you a teacher?
- Do you consider yourself an ocean enthusiast?
- Which social media sites do you use?
- Email Address (If you would like to receive occasional emails from us and continue offering your feedback and insights)
- \*Parental permission check box to indicate that you are at least 13 years of age or that you are a parent giving permission for your child to submit feedback
- \*Check here to agree to the privacy terms (link to: <http://www.si.edu/privacy/>)

An Ocean Portal e-newsletter subscribe page will request the following information. All fields will be optional except email address and privacy/age checkboxes.

- Name (title, first, last)
- E-mail Address
- State
- Country

- Postal Code
- Whether or not s/he is a teacher
- Birth Year
- \*Parental permission check box to indicate that you are at least 13 years of age or that you are a parent giving permission for your child to receive an email newsletter.
- \*Check here to agree to the privacy terms (link to: <http://www.si.edu/privacy/>)

Any fundraising on the Ocean Portal will be funneled through established channels for receiving donations at NMNH. The Ocean Portal will not collect any additional information for donation purposes.

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

Ocean Portal has been designed to be a participatory educational website with an associated online community. Being able to send communications to people who have signed up to participate is central to the purpose of the site. E-mail addresses are collected in order to allow participants to sign up to receive e-newsletters and other communications on events, exhibits, educational materials and information for kids and families, etc

Demographic information, such as age group and whether a person is a teacher, is collected to allow for better evaluation of content with respect to the various audiences for the site. This information is also used to help optimize appropriate feedback to the targeted audiences.

Name and geographic location are collected when a person signs up for the e-newsletter in order to personalize and tailor our email communications to sub-lists within our subscriber list.

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

The information will be used to send email communications (newsletters, feedback surveys, etc.) and to analyze user/subscriber trends. Demographic information will be used in aggregate only when analyzing and reporting on trends.

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

The ocean portal web pages are open to any members of the public. Any information collected on the portal for surveys is only shared with specific Ocean Portal team members who have been granted permission to review. Once survey feedback and trends have been analyzed, the data is removed. The e-newsletter subscription information is shared with the Smithsonian's Office of Development.

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

For the survey, all fields are optional and the visitor can choose to leave any field blank, except the checkboxes with the age/parental consent and privacy terms language. For the newsletter, all fields are optional except the e-mail address and the two checkboxes. The parental checkbox is required to be checked to indicate that s/he is at least 13 years of age or have

parental permission to submit feedback or signup for the newsletter. The privacy terms checkbox is required to ensure that the user acknowledges SI privacy policies.

Should an individual wish to stop receiving the newsletter or ocean portal communications then an unsubscribe notice is identified in the emails or newsletters.

Should an individual wish to have their record made inactive in the Office of Development, s/he may email an address that will be supplied in the footer of email communications to unsubscribe from email lists at NMNH and Institution-wide.

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

National Museum of Natural History follows industry best-practice regarding system security and operations. All Ocean Portal servers reside in a secure data center, and access to the servers are strictly controlled.