U.S. Department of Commerce
National Institute of Standards and Technology
(NIST)

Privacy Threshold Analysis
for the
Public Affairs Office System (107-02)
Event Collaboration and Marketing Platform Component
U.S. Department of Commerce Privacy Threshold Analysis  
National Institute of Standards and Technology (NIST)

Unique Project Identifier: 107-02

**Introduction:** This Privacy Threshold Analysis (PTA) is a questionnaire to assist with determining if a Privacy Impact Assessment (PIA) is necessary for this IT system. This PTA is primarily based from the Office of Management and Budget (OMB) privacy guidance and the Department of Commerce (DOC) IT security/privacy policy. If questions arise or further guidance is needed in order to complete this PTA, please contact your Bureau Chief Privacy Officer (BCPO).

**Description of the information system and its purpose:** Provide a general description of the information system in a way that a non-technical person can understand.

The E-Government Act of 2002 defines “information system” by reference to the definition section of Title 44 of the United States Code. The following is a summary of the definition: “Information system” means a discrete set of information resources organized for the collection, processing, maintenance, use, sharing, dissemination, or disposition of information. See: 44. U.S.C. § 3502(8).

a) Whether it is a general support system, major application, or other type of system

The Public Affairs Office System is a general support system.

b) System location

The component utilizes cloud services based in California, with facilities located in Ohio, Virginia, California, Oregon, and Ohio.

c) Whether it is a standalone system or interconnects with other systems (identifying and describing any other systems to which it interconnects)

Attendance information is shared amongst conference participants if they provide consent. NIST shares attendee information with other internal NIST information systems. Payment is sent directly to pay.gov.

d) The purpose that the system is designed to serve

The Public Affairs Office (PAO) provides communications support to help NIST share its research results, services, and programs; to assist policymakers in learning about NIST’s role and activities; and to advise and assist NIST managers on public affairs and policy strategies. In support of this mission, the Public Affairs Office System includes a cloud-based application that enable marketing and event management professionals to administer and track events through marketing automation, payment processing, and reporting.

e) The way the system operates to achieve the purpose

NIST staff administers a web registration site using an application.
f) A general description of the type of information collected, maintained, use, or disseminated by the system
Identifying numbers, general personal data (GDP), and work-related data are collected, maintained, used, or disseminated by the system.

g) Identify individuals who have access to information on the system
NIST staff administers a web registration site using an application.

h) How information in the system is retrieved by the user
Information in the system is not retrieved by the user.

i) How information is transmitted to and from the system
Members of the public register for attendance at a conference hosted at the NIST facility. The registration process requires setup of a profile, to include information regarding payment for the conference, and required information for facility access. Mobile application access is afforded to enable efficiency when on-site registering.

Questionnaire:

1. What is the status of this information system?

   ____ This is a new information system. Continue to answer questions and complete certification.

   ____ This is an existing information system with changes that create new privacy risks. Complete chart below, continue to answer questions, and complete certification.

<table>
<thead>
<tr>
<th>Changes That Create New Privacy Risks (CTCNPR)</th>
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</thead>
<tbody>
<tr>
<td>a. Conversions</td>
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<tr>
<td>b. Anonymous to Non-Anonymous</td>
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<tr>
<td>c. Significant System Management Changes</td>
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<tr>
<td>d. Significant Merging</td>
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<tr>
<td>e. New Public Access</td>
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<tr>
<td>f. Commercial Sources</td>
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<tr>
<td>g. New Interagency Uses</td>
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<tr>
<td>h. Internal Flow or Collection</td>
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<tr>
<td>i. Alteration in Character of Data</td>
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<tr>
<td>j. Other changes that create new privacy risks (specify):</td>
</tr>
</tbody>
</table>

   ____ This is an existing information system in which changes do not create new privacy risks, and there is not a SAOP approved Privacy Impact Assessment. Continue to answer questions and complete certification.

   ____ This is an existing information system in which changes do not create new privacy risks, and there is a SAOP approved Privacy Impact Assessment (version 01-2015 or later). Skip questions and complete certification.

2. Is the IT system or its information used to support any activity which may raise privacy concerns?
NIST Special Publication 800-53 Revision 4, Appendix J, states "Organizations may also engage in activities that do not involve the collection and use of PII, but may nevertheless raise privacy concerns and associated risk. The privacy controls are equally applicable to those activities and can be used to analyze the privacy risk and mitigate such risk when necessary." Examples include, but are not limited to, audio recordings, video surveillance, building entry readers, and electronic purchase transactions.

___ Yes. Please describe the activities which may raise privacy concerns.

___ No

3. Does the IT system collect, maintain, or disseminate business identifiable information (BII)?

As per DOC Privacy Policy: “For the purpose of this policy, business identifiable information consists of (a) information that is defined in the Freedom of Information Act (FOIA) as "trade secrets and commercial or financial information obtained from a person [that is] privileged or confidential." (5 U.S.C.552(b)(4)). This information is exempt from automatic release under the (b)(4) FOIA exemption. "Commercial" is not confined to records that reveal basic commercial operations but includes any records [or information] in which the submitter has a commercial interest and can include information submitted by a nonprofit entity, or (b) commercial or other information that, although it may not be exempt from release under FOIA, is exempt from disclosure by law (e.g., 13 U.S.C.)."

___ Yes, the IT system collects, maintains, or disseminates BII about: (Check all that apply.)

___ Companies

___ Other business entities

___ No, this IT system does not collect any BII.

4. Personally Identifiable Information

4a. Does the IT system collect, maintain, or disseminate personally identifiable information (PII)?

As per OMB 07-16, Footnote 1: "The term 'personally identifiable information' refers to information which can be used to distinguish or trace an individual’s identity, such as their name, social security number, biometric records, etc.. alone, or when combined with other personal or identifying information which is linked or linkable to a specific individual, such as date and place of birth, mother’s maiden name, etc..."

___ Yes, the IT system collects, maintains, or disseminates PII about: (Check all that apply.)

___ DOC employees

___ Contractors working on behalf of DOC

___ Members of the public

___ No, this IT system does not collect any PII.

If the answer is "yes" to question 4a, please respond to the following questions.

4b. Does the IT system collect, maintain, or disseminate PII other than user ID?

___ Yes, the IT system collects, maintains, or disseminates PII other than user ID,
No, the user ID is the only PII collected, maintained, or disseminated by the IT system.

4c. Will the purpose for which the PII is collected, stored, used, processed, disclosed, or disseminated (context of use) cause the assignment of a higher PII confidentiality impact level?
Examples of context of use include, but are not limited to, law enforcement investigations, administration of benefits, contagious disease treatments, etc.

Yes, the context of use will cause the assignment of a higher PII confidentiality impact level.

No, the context of use will not cause the assignment of a higher PII confidentiality impact level.

*If any of the answers to questions 2, 3, 4b, and/or 4c are “Yes,” a Privacy Impact Assessment (PIA) must be completed for the IT system. This PTA and the approved PIA must be a part of the IT system's Assessment and Authorization Package.*
CERTIFICATION

X I certify the criteria implied by one or more of the questions above apply to the Public Affairs Office System (107-02) Event Collaboration and Marketing Platform Component and as a consequence of this applicability, I will perform and document a PIA for this IT system.

I certify the criteria implied by the questions above do not apply to the Public Affairs Office System (107-02) Event Collaboration and Marketing Platform Component and as a consequence of this non-applicability, a PIA for this IT system is not necessary.

Name of System Owner (SO):
Gail Porter
Signature of SO: ___________________________ Date: 9/17/19

Name of Information Technology Security Officer (ITSO):
K. Robert Glenn
Signature of ITSO: ___________________________ Date: __________

Name of Co-Authorizing Official (AO):
Kevin Kimball
Signature of AO: ___________________________ Date: 9/23/19

Name of Co-Authorizing Official (AO)/Bureau Chief Privacy Officer (BCPO):
Susannah Schiller, Acting
Signature of AO/BCPO: ___________________________ Date: __________