

EZ PIA

This form should only be used for systems that do not qualify as a major information system. It is designed for small projects, databases, Web 2.0 applications, etc. For questions about the form you should contact NGC.

I. System identification

- a. **System name:** ZeeMaps
- b. **System owner:** Pam Wright, Social Media Team
- c. **Office system is located in:** VES
- d. **PIA author name:** Kristen Albrittain **Phone:** 301.837.3009
- e. **Date of PIA:** April 10, 2015
- f. **One paragraph description of the system:**

ZeeMaps is an enterprise-class mapping service that allows users to easily create, publish, and share interactive maps. Users can add customizable marker icons, video, photo, and audio files, and can highlight specific locations and regions. NARA plans to use ZeeMaps to create interactive maps of historic events and locations.

II. Privacy Assessment

- a. **What information is being (or will be collected)? For databases, list fields**

NARA will not interact with end-users or members of the public on ZeeMaps, as the system does not support user profile pages or display user-created maps on its site. Maps will be sharable via established social media channels, blogs, and Archives.gov, each of which has its own privacy assessment.

Individuals may comment on a NARA map when it is shared via a third party social media site. The individual's name and profile picture, which are visible to the public and have been voluntarily shared with NARA, are captured and saved through NARA's records management processes.

- b. **Why is the information being collected?**

Any PII that is collected is done so through the management of federal records. NARA does not collect PII beyond that identifying information, such as username and profile picture, which is shared via map comments on third party social media sites such as Facebook and Twitter.

- c. **How do you intend to use this information?** Information gathered through the management of federal records is used to document the development of federal policies and managed with a federal records schedule.

- d. **With whom will the information be shared?** All of the information captured through the sharing of NARA's ZeeMaps projects is information that is or was publicly accessible. PII that has been removed from comments in accordance with our comment and posting policy is retained in the records of the office that manages the individual account (i.e., if a map is shared on the main NARA Facebook page and then receives a comment that requires moderation, it will be managed by the Communications Office.)
- e. **How is the information stored?** Electronically and in paper form
- i. **What records schedule applies?** The records are unscheduled
 - ii. **For how long will the information be kept?** Unscheduled records are retained as permanent until they are scheduled.
- f. **What notice or opportunities for consent is provided to individuals when their information is collected?** All information collected through the capture of NARA's shared ZeeMaps maps is information voluntarily shared by individuals with NARA on a public web site. Comment and posting policies for each social media tool where maps may be shared are available on Archives.gov and linked to from the tool itself. The comment and posting policy tells visitors: "Do not post personally identifiable information such as social security numbers, addresses, and telephone numbers. Comments containing this information will be removed from the account."
- i. **If there is a privacy policy in place, please provide the text of it and describe how it is made available to users.** Each of NARA's tool profiles contains a link to pertinent comment and posting policies.

The privacy notice says: "This site is not hosted by the National Archives and Records Administration and thus the privacy policies of NARA do NOT apply. The privacy policy for this web site may be found at [individual tool URL, such as <http://pinterest.com/about/privacy/>]. NARA retains records of the content on the NARA portion of this site, as is provided for in our records retention schedules and mandated by the Federal Records Act. These records include user comments and any personally identifiable information a commenter shares with NARA. Because these records are collected from a public web site, it may be disclosed to others and used by NARA in the conduct of agency business. Please do not share information such as social security numbers, birth dates, or other private information that you do not want to make available to others. NARA disclaims any liability for any loss or damage resulting from any comments posted on this page. This forum may not be used for

the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy. Information about NARA activities and other methods to communicate with NARA are also available on NARA's official web page at <http://www.archives.gov>, along with archival photos, videos and other documents. The privacy policy for <http://www.archives.gov> may be found there.

ii. **Is this system a Privacy Act system of records? No**

If yes, then what SORN is the system covered by?

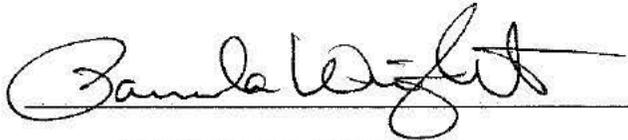
Click here to enter text.

g. **How is the information secured?**

All PII is secured in accordance with NARA's internal directive on PII. In particular, sensitive PII removed from social media channels in accordance with the comment and posting policy is stored electronically in a password protected file. Each office maintains its own file system with information from its account only. This information is not centralized or regularly shared with other offices in an effort to mitigate security concerns.

III. **Approval of PIA**

a. **System owner**

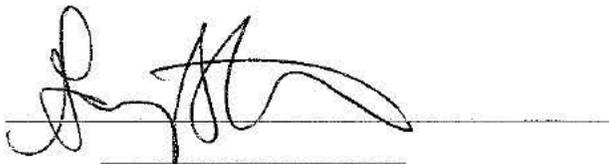


Name

Date

4/22/15

b. **Senior agency Official for Privacy**



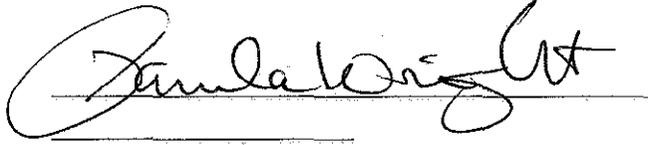
Name

Date

Gary M. Stern

5/5/15

c. Chief Innovation Officer



A handwritten signature in cursive script, reading "Simla Wright", is written over a horizontal line. The signature is fluid and stylized, with a large initial 'S'.

Name

Date 4/22/15