



DATE: October 9, 2009

TO: Nina Goodman, MHS, Senior Public Health Advisor
Deputy to the Assistant Director
Office of Market Research and Evaluation
Office of Communications and Education
National Cancer Institute

FROM: NIH Privacy Act Officer

SUBJECT: Applicability of the Privacy Act: A Generic Submission for Formative Research, Pretesting and Customer Satisfaction of NCI's Communication and Education Resources

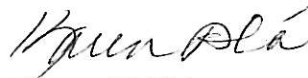
I have reviewed the NCI submission for OMB to approve the combined request for two approved packages: "Pretesting of National Cancer Institute's Communications Messages" (OMB #0925-0046) and "Customer Satisfaction with Educational Programs and Products of the NCI," (OMB #0925-0526) involving the collection of data through interviews, surveys, focus groups and web- or computer-based methods.

I determined that the Privacy Act will apply to these data requests which include the collection of personal characteristics such as, name, race/ethnicity, income, education, medical/health status, address, telephone number, email address and other personally identifiable information. The information will be collected from focus group members and survey respondents and will allow for follow up mail or phone contacts to encourage participation.

All presentation of data in reports will be in aggregate form, with no links to individuals preserved. In addition, the raw data from the data collection are not retained once the data have been extracted and aggregated.

This data collection is covered by NIH Privacy Act Systems of Record 09-25-0156, "Records of Participants in Programs and Respondents in Surveys Used to Evaluate Programs of the Public Health Service, HHS/PHS/NIH/OD."

If you have any questions, please contact my office at (301) 496-2832.


Karen M. Plá

Enclosure