

The new SBA.gov will introduce two new features: SBA Direct and SBA Community.

SBA Direct is an optional feature of SBA.gov that helps bring customized, relevant SBA.gov information directly to the user. At a minimum, the user must supply his or her own zip code in order to begin using SBA Direct. If the user chooses to only provide a zip code, SBA Direct will open up a customized SBA Direct page, which displays relevant information based on the provided zip code, as well as information about the top 5 most visited SBA.gov pages. If the user chooses to provide additional information along with their zip code, SBA Direct will replace the top 5 most visited pages with SBA.gov pages that correspond with the user-provided information. SBA Direct does not provide different information than what is already available on the SBA.gov website, it simply brings relevant information to the user in a customized interface. SBA Direct uses persistent cookie technology so that they do not have to re-enter the answers to questions every time they log onto SBA.gov.

SBA intends to collect the following specific information from SBA Direct users:

1. ZIP Code – The user's zip code is collected so that SBA can provide information to the user that is specific to the user's area.
2. Tell Us About You (Check all that apply) – *The user provides this information by selecting checkboxes next to the available options. For this information request, the user is selecting the category that best suits their position as a small business owner. This information is collected so that SBA can provide information to the user that is specific to the user's attributes.*

- Potential Business Owner
- Small Business Owner
- Woman
- Minority
- Veteran
- Other (specify): \_\_\_\_\_

3. Learn More About (Check all that apply) – *The user provides this information by selecting checkboxes next to the available options. For this information request, the user is selecting small business information categories that they would like to know more about. This information is collected so that SBA can provide information to the user that is specific to the interests of the user.*

- Starting a Business
- Financial Assistance
- Disaster Assistance
- Guidance & Training
- Government Contracting
- Compliance & Regulations

SBA Community is also an optional feature of SBA.gov which allows users to contribute to SBA.gov by posting success stories, comments, or questions in an online forum interface. Users can choose to create customized profiles, so that other users can see their location, industry, etc. All SBA.gov users have the ability to view SBA Community content without creating an online user account; however they are not able to create or respond to postings. SBA.gov will be collecting aggregate information from the information collected from the user account creation process, however the information will be collected in a manner so that it will not be tied back to an individual.

To sign up for the optional SBA.gov Community user account, users must supply the following non-sensitive personally identifiable information:

1. Login Name *(A login name is necessary to maintain a unique identity within the SBA Community)*
2. Password *(A password is necessary to ensure that the user has control over their unique account)*
3. E-mail Address *(An e-mail address is necessary to verify the user during the account creation process, and to allow for direct e-mail communication with the user from system administrators for password resets, alerts, and other notifications)*
4. First Name *(The user's first name)*
5. Last Name *(The user's last name)*
6. Time Zone *(The time zone is necessary so that the system appropriately posts the accurate time stamp when users post information onto the online forum)*

Once the user's account is created, the user may choose to fill in a user profile. This information is provided voluntarily by the user, and is not required for use of SBA.gov Community or to create a SBA Community user account. A customized user profile allows other members of the SBA Community to have a better understanding of the user's small business background, region, and other provided information. Users have the option to fill in the following data fields:

1. First Name *(This field will come pre-populated with information collected from the initial signup questions, however this gives the user the option to edit the information previously entered)*
2. Last Name *(This field will come pre-populated with information collected from the initial signup questions, however this gives the user the option to edit the information previously entered)*
3. Freeform Signature *(This section is a freeform area, where the user can include any information such as name, industry, etc. to be a "signature" at the bottom of their forum posts)*
4. Title *(The user's job title)*
5. Location *(User's city and state)*
6. Personal Web Page *(The user's personal website address)*
7. Freeform Biography *(This section can include any information that the user wishes to disclose)*
8. Freeform Private Notes *(This section can include any information that the user wishes to disclose)*
9. Third Party Instant Messaging screen name *(Users may choose to communicate outside of SBA Community with other SBA Community members through third party instant messaging applications such as: AOL Instant Messenger, MSN Messenger, ICQ, etc)*