



PRIVACY THRESHOLD ANALYSIS (PTA)

CONTACT LISTS

**This form is used to determine whether
a Privacy Impact Assessment is required.**

Please use the attached form to determine whether a Privacy Impact Assessment (PIA) is required under the E-Government Act of 2002 and the Homeland Security Act of 2002.

Please complete this form and send it to your component Privacy Office. If you do not have a component Privacy Office, please send the PTA to the DHS Privacy Office:

Rebecca J. Richards
Director of Privacy Compliance
The Privacy Office
U.S. Department of Homeland Security
Washington, DC 20528
Tel: 703-235-0780

PIA@dhs.gov

Upon receipt, the DHS Privacy Office will review this form. If a PIA is required, the DHS Privacy Office will send you a copy of the Official Privacy Impact Assessment Guide and accompanying Template to complete and return.

A copy of the Guide and Template is available on the DHS Privacy Office website, www.dhs.gov/privacy, on DHSOnline and directly from the DHS Privacy Office via email: pia@dhs.gov, phone: 703-235-0780.



PRIVACY THRESHOLD ANALYSIS (PTA)

Please complete this form and send it to the DHS Privacy Office.
Upon receipt, the DHS Privacy Office will review this form
and may request additional information.

SUMMARY INFORMATION

DATE submitted for review: April 3, 2014

NAME of Project: Individual and Community Preparedness Division (ICPD) America's PrepareAthon! Customer Satisfaction Survey (1660-0130)

Name of Component: Federal Emergency Management Agency

Name of Project Manager: Kathryn Roberets

Email for Project Manager: Kathryn.roberts@fema.dhs.gov

Phone number for Project Manger: 202-786-0818

TYPE of Project:

- Information Technology and/or System*
- A Notice of Proposed Rule Making or a Final Rule.
- Other: Information Collection Request (ICR)

* The E-Government Act of 2002 defines these terms by reference to the definition sections of Titles 40 and 44 of the United States Code. The following is a summary of those definitions:

•“Information Technology” means any equipment or interconnected system or subsystem of equipment, used in the automatic acquisition, storage, manipulation, management, movement, control, display, switching, interchange, transmission, or reception of data or information. See 40 U.S.C. § 11101(6).

•“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).

Note, for purposes of this form, there is no distinction made between national security systems or technologies/systems managed by contractors. All technologies/systems should be initially reviewed for potential privacy impact.



SPECIFIC QUESTIONS

1. Describe the project and its purpose:

America's PrepareAthon! is a national campaign designed to motivate the public to prepare for the hazards most likely to affect them. In Presidential Policy Directive (PPD)-8, President Obama called on the Secretary of the Department of Homeland Security to conduct a national campaign to engage the whole community in preparedness. America's PrepareAthon! website launched to the public on March 31, 2014; the first national day of action is April 30, 2014.

In 2013, FEMA's ICPD sought and received OMB approval (1660-0134) for a web-based registration system for America's PrepareAthon!. Using this approved web-based registration system; ICPD is requesting Office of Management and Budget (OMB) approval to conduct a customer satisfaction survey related to user experiences on the America's PrepareAthon! website.

As described in the PTA for the Community Drill Day Registration Website, users provide specific data elements (First and Last Name; Phone Number; Mailing Address; Email Address; Business Affiliation (Organization Name, Department); Job Title) when registering for America's PrepareAthon!.

To conduct the customer satisfaction survey, ICPD will use email addresses collected during registration of individuals for the Community Drill Day Website and send registrants a voluntary online survey.

No PII is collected in this survey.

2. Status of Project:

This is a new development effort.

This an existing project.

Date first developed:

Date last updated:

<Please provide a general description of the update.>

3. Is the information collected directly from the individuals seeking information from the Department or working collaboratively with the Department on various projects?

Yes.

No. Please describe the information source and collection method.

<Please describe the information source and collection method.>



4. Does the individual have the option to decline submitting the information collected?

Yes.

No.

5. Is the information collected limited to non-sensitive personally identifiable information? *An example of sensitive personally identifiable information is the social security number or date of birth.*

Yes.

No.

6. What information about individuals could be collected, generated or retained?

No information about individuals will be collected, generated or retained.

7. Is the contact information only being used for the purpose for which it originally was collected, i.e., to contact individuals?

Yes.

No.

8. With whom could the information be shared?

The information will not be shared outside of FEMA.

9. Are program or project user access controls in place governing who may view or access the contact information?

Yes.

No.

10. Has an Authority to Operate from the Chief Information Security Officer been granted to the program or project that the document or database which stores the contact information?

No.

Yes. Please indicate the determinations for each of the following:

Confidentiality: Low Moderate High Undefined



**Homeland
Security**

The Privacy Office
U.S. Department of Homeland Security
Washington, DC 20528
703-235-0780, pia@dhs.gov
www.dhs.gov/privacy

Privacy Threshold Analysis
Version date: June 10th, 2009

Page 5 of 7

Integrity: Low Moderate High Undefined

Availability: Low Moderate High Undefined



PRIVACY THRESHOLD REVIEW

(To be Completed by the DHS Privacy Office)

DATE reviewed by the DHS Privacy Office: May 14, 2014

NAME of the DHS Privacy Office Reviewer: Jameson Morgan

DESIGNATION

- This is NOT a Privacy Sensitive System** – the system contains no Personally Identifiable Information.
- This IS a Privacy Sensitive System**

Category of System

- IT System
- National Security System
- Legacy System
- HR System
- Rule
- Other:

Determination

- PTA sufficient at this time
- Privacy compliance documentation determination in progress
- PIA is not required at this time
- A PIA is required
 - System covered by existing PIA:
 - A new PIA is required.
 - A PIA Update is required.
- A SORN is required
 - System covered by existing SORN:
 - A new SORN is required.

DHS PRIVACY OFFICE COMMENTS



Homeland Security

The Privacy Office
U.S. Department of Homeland Security
Washington, DC 20528
703-235-0780, pia@dhs.gov
www.dhs.gov/privacy

Privacy Threshold Analysis

Version date: June 10th, 2009

Page 7 of 7

The DHS Privacy Office Approves this PTA as a non-privacy sensitive system. No coverage under a PIA or SORN is required at this time.

This PTA is specifically for the customer satisfaction survey related to America's PrepairAthon. Emails are sent to individuals who participated in the program using the email address they provided. The email address have already been collected before this survey and are covered in another PTA. This survey is not collecting, retaining, or storing this email address. There is no PII collected by this survey. All PII associated with America's PrepairAthon is covered as noted within PTA for the Community Drill Day Registration Website. If this survey is changed to collect PII an updated PTA is required beforehand.