Privacy Narrative

Title: Extended Evaluation of the National Tobacco Prevention and Control Public Education Campaign

Point of Contact: Rebecca Murphy

This information collection request has been reviewed by CDC's National Center for Chronic Disease Prevention and Health Promotion and CDC's Information System Security Officer who determined that the Privacy Act does not apply. Although identifiable information about respondents will be used to facilitate initial contact and follow-up, the identifying information is maintained in a secure, pre-existing records system owned by GfK/Ipsos. The response data transmitted from GfK/Ipsos to RTI International, the data analysis contractor, will be de-identified prior to transmission and analysis. These data will also remain de-identified when transmitted from RTI International to the CDC. All information provided by respondents will be kept private and secure to the extent permitted by law.

No personally identifiable data will be shared with the data analysis contractor (RTI International) or the funding agency (CDC) and therefore will not be reportable (or reported) in any technical reports or publications. Only aggregate respondent data will be shared and disseminated publicly. Therefore, there is no impact of this study on individual respondents' privacy.

The mechanism that will be used for notice or consent is The Screening & Consent Questionnaire and will apprise respondents that participation is voluntary and that they need not answer any question that makes them feel uncomfortable or that they simply do not wish to answer. Participants may opt out of the survey at any time. The voluntary nature of the information collection is described in the introductory section of the screener questionnaire and the initial invitation letter for respondents and initial contact email for KnowledgePanel respondents.

All respondents will be assured that the information they provide will be maintained in a secure manner and will be used only for the purpose of this evaluation. Please refer to the assurances and study descriptions that are included in the screening instrument. Respondents will be assured that their answers will not be shared with family members and that their names will not be reported with responses provided. Respondents will be told that the information obtained from all of the surveys will be combined into a summary report so that details of individual questionnaires cannot be linked to a specific participant.

To ensure data security, all RTI and GfK/Ipsos project staff will be required to adhere to strict standards and to sign a non-disclosure agreement as a condition of employment on this project. RTI maintains restricted access to all data preparation areas (i.e., receipt and coding). All data files on multi-user systems will be under the control of a database manager, with access to the data restricted to only project staff specifically authorized to work on this project. Survey responses are written in real-time directly to GfK/Ipsos' server and are then stored in a local Oracle database. GfK/Ipsos has developed a secure transmission and collection protocol, including the use of system passwords, encryptions, and firewalls to prevent unauthorized access to the data collection system. Individual identifying information will be maintained separately from completed questionnaires and from computerized data files used for analysis. Individual identifying information is only stored for purposes of administering survey incentives and no respondent identifiers will be contained in data to

C/I/O Approvals:

Information Systems Security Officer

Cynthia Allen -S

Digitally signed by Cynthia Allen -S
Date: 2019.09.12 07:54:12 -04'00'

Associate Director for Science

Lawrence Barker -S

Digitally signed by Lawrence Barker -S
Date: 2019.09.04 10:10:45 -04'00'