Information Collection Request - Privacy Narrative

Title: **Message Testing for Tobacco Communication Activities (MTTCA) Request for Revision**

Point of Contact: Michelle O'Hegarty

Request for Revision (OMB No. 0920-0910; exp. 5/31/2021) There are no proposed changes to the information collection activities, methodology, or populations of interest from the last extension request to MTTCA in 2018. Each project approved under the MTTCA framework is outlined in a project-specific information collection request. Each project-specific data collection request submitted to OMB for review and approval will include 1) a description of the applicable privacy safeguards., 2) a project-specific Privacy Act determination, and 3) a project-specific IRB approval, if required.

Overview of Data Collections
Data collections will take place online or in person, as appropriate to meet project needs. Across data collection methods, data will only be stored in de-identified formats. CDC will not have access to PII. This data collection is not subject to the Privacy Act. The records are not retrieved using a personal identifier.

Data Security:
All information will be stored on password-protected databases to which only contractors working on a project have access. When data are collected by means of paper questionnaires (e.g., questionnaires to complement in-person focus group data), the questionnaires will be kept in locked filing cabinets. When the data have been coded into electronic files and cleaned, the paper records will be destroyed.

CDC contractors will keep the data in non-aggregate form for six months after information collection has been completed, and then the respondent-level data will be deleted from the password-protected databases. Contractors will provide CDC with de-identified data, to be used for analyses. CDC will retain and destroy records in accordance with the applicable CDC Records Control Schedule.

Does this ICR request any PII? ☑ Yes ☐ No If yes, describe: PII will be utilized by CDC data

Does this ICR include a form that requires a Privacy Act Statement? ☐ Yes ☑ No

Does this ICR require a PIA? ☑ Yes ☐ No If yes, does a signed PIA already exist? ☐ Yes ☑ No

C/I/O Approval

Associate Director for Science

Terri Still-lemelle -S

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Date: 2023.06.24 13:32:35 -04'00'

Information Systems Security Officer

Cynthia Allen -S

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Comments: