

US Department of Health and Human Services

Third Party Web Assessment

Date Signed:

August 17, 2015

OPDIV:

CMS

Name:

Tealium

TPWA Unique Identifier:

T-6141376-200130

Is this a new TPWA?

Yes

Will the use of a third-party Website or application create a new or modify an existing HHS/OPDIV System of Records Notice (SORN) under the Privacy Act?

No

Will the use of a third-party Website or application create an information collection subject to OMB clearance under the Paperwork Reduction Act (PRA)?

No

Does the third-party Website or application contain Federal Records?

No

Describe the specific purpose for the OPDIV use of the third-party Website or application:

The Health Insurance Marketplace uses Tealium as a solution for HealthCare.gov staff to manage website tags from a single interface. Specifically, the tool allows CMS to control which third-party tools are enabled/disabled.

Tealium dynamically adds, removes and modifies javascript code (tags) across HealthCare.gov. Many of the tools CMS uses to gather visitor metrics and monitor the health of HealthCare.gov are deployed using Tealium. Tealium gives CMS and its contractors an easy way to manage all of these tools.

Have the third-party privacy policies been reviewed to evaluate any risks and to determine whether the Website or application is appropriate for OPDIV use?

Yes

Describe alternative means by which the public can obtain comparable information or services if they choose not to use the third-party Website or application:

If consumers do not want to use HealthCare.gov due to the site's use of Tealium, consumers can use the paper application, use the call center, or visit an agent or broker to enroll in coverage. In addition to these options, a consumer can disable their cookies if they do not want their device information to be collected such as IP address, hostname, operating system, browser, screen resolution, timestamp, etc.

Does the third-party Website or application have appropriate branding to distinguish the OPDIV activities from those of nongovernmental actors?

No

How does the public navigate to the third party Website or application from the OPDIV?

The public does not navigate to Tealium. Tealium works in the background.

Please describe how the public navigate to the thirdparty website or application:

The public does not navigate to Tealium. Tealium works in the background.

If the public navigate to the third-party website or application via an external hyperlink, is there an alert to notify the public that they are being directed to anongovernmental Website?

No

Has the OPDIV Privacy Policy been updated to describe the use of a third-party Website or application?

Yes

Provide a hyperlink to the OPDIV Privacy Policy:

<https://www.healthcare.gov/privacy/>

Is an OPDIV Privacy Notice posted on the third-part website or application?

No

Is PII collected by the OPDIV from the third-party Website or application?

No

Will the third-party Website or application make PII available to the OPDIV?

No

Describe the PII that will be collected by the OPDIV from the third-party Website or application and/or the PII which the public could make available to the OPDIV through the use of the third-party Website or application and the intended or expected use of the PII:

CMS does not collect any PII through the use of Tealium.

Describe the type of PII from the third-party Website or application that will be shared, with whom the PII will be shared, and the purpose of the information sharing:

PII is not stored or shared.

If PII is shared, how are the risks of sharing PII mitigated?

No PII is shared with CMS.

Will the PII from the third-party website or application be maintained by the OPDIV?

No

Describe how PII that is used or maintained will be secured:

Not applicable.