

## Copy PIA (Privacy Impact Assessment)

Do you want to copy this PIA ?

Please select the user, who would be submitting the copied PIA.

## Instructions


Review the following steps to complete this questionnaire:

- 1) Answer questions.** Select the appropriate answer to each question. Question specific help text may be available via the  icon. If your answer dictates an explanation, a required text box will become available for you to add further information.
- 2) Add Comments.** You may add question specific comments or attach supporting evidence for your answers by clicking on the  icon next to each question. Once you have saved the comment, the icon will change to the  icon to show that a comment has been added.
- 3) Change the Status.** You may keep the questionnaire in the "In Process" status until you are ready to submit it for review. When you have completed the assessment, change the Submission Status to "Submitted". This will route the assessment to the proper reviewer. Please note that all values list questions must be answered before submitting the questionnaire.
- 4) Save/Exit the Questionnaire.** You may use any of the four buttons at the top and bottom of the screen to save or exit the questionnaire. The button allows you to complete the questionnaire. The button allows you to save your work and close the questionnaire. The button allows you to save your work and remain in the questionnaire. The button closes the questionnaire without saving your work.

### Acronyms

ATO - Authorization to Operate  
CAC - Common Access Card  
FISMA - Federal Information Security Management Act  
ISA - Information Sharing Agreement  
HHS - Department of Health and Human Services  
MOU - Memorandum of Understanding  
NARA - National Archives and Record Administration  
OMB - Office of Management and Budget  
PIA - Privacy Impact Assessment  
PII - Personally Identifiable Information  
POC - Point of Contact  
PTA - Privacy Threshold Assessment  
SORN - System of Records Notice  
SSN - Social Security Number  
URL - Uniform Resource Locator

## General Information

<b>PIA Name:</b>	CDC - BNET - QTR3 - 2025 - CDC8746201	<b>PIA ID:</b>	3599306
<b>Name of Component:</b>	CDC - Broadcast Network	<b>Name of ATO Boundary:</b>	Broadcast Network
<b>Overall Status:</b>		<b>PIA Queue:</b>	
<b>Submitter:</b>		<b># Days Open:</b>	47
<b>Submission Status:</b>	Re-Submitted	<b>Submit Date:</b>	8/27/2025
<b>Next Assessment Date:</b>	N/A	<b>Expiration Date:</b>	9/8/2028
<b>Office:</b>		<b>OPDIV:</b>	CDC
<b>Security Categorization:</b>	Low	<b>OpDiv PIA ID:</b>	CDC8746201
<b>Legacy PIA ID:</b>		<b>Make PIA available to Public?:</b>	Yes
<b>1:</b>	Identify the Enterprise Performance Lifecycle Phase of the system.		Operations and Maintenance
<b>2:</b>	Is this a FISMA-Reportable system?		Yes
<b>3:</b>	Does the system have or is it covered by a Security Authorization to Operate (ATO)?		Yes
<b>4:</b>	ATO Date or Planned ATO Date.		
<b>5:</b>	Is the system or electronic information collection, agency or contractor operated?		Agency

## PTA

<b>PTA</b>		
<b>PTA - 2:</b>	Indicate the following reason(s) for this PTA. Choose from the following options.	PIA Validation (PIA Refresh)
<b>PTA - 2A:</b>	Describe in further detail any changes to the system that have occurred since the last PIA.	System name changed from CDC-DCS Broadcast Network (CDC-DBN) to Broadcast Network (BNET).  No change in PII Data.
<b>PTA - 3:</b>	Is the data contained in the system owned by the agency or contractor?	Agency
<b>PTA - 4:</b>	Please give a brief overview and purpose of the system by describing what the functions of the system are and how the system carries out those functions.	Broadcast Network (BNET) produces CDC's audio and video productions for broadcast on television, radio, or the Internet. The system provides oversight for broadcast delivery mechanisms for inbound and outbound broadcast communications (e.g., public affairs programming such as press conferences or network interviews as well as communications with professional [i.e., public health] audiences). BNET also enables CDC's audio and video productions for broadcast on television, radio, or the Internet.

<b>PTA - 5:</b>	List and/or describe all the types of information that are collected (into), maintained, and/or shared in the system regardless of whether that information is PII and how long that information is stored.	<p>The system collects, maintains, and shares audio, video, and supporting graphics animations to complete audio and video productions which may have a person's name, facial identification, voice, and professional background for broadcast on television, radio, or the internet. The audio and video productions consist of video recordings and voice recordings of CDC employees and business partners who may or may not be identified by name and title.</p> <p>In addition, the system collects and maintains but does not share the following data: (1) Customer conversations with the contact center in MP3 format, (2) textual metadata for those MP3 files, (3) and textual customer interaction data.</p> <p>Specialized Broadcast sub-systems vary from requiring username and password to others that do not have a method or purpose for user authentication. User access is validated by a separate system with its own PIA (i.e., Active Directory for workstations and servers joined to the domain of the system), and no user credentials are collected by the system covered by this PIA. Active Directory is covered by its own PIA.</p>
<b>PTA - 5A:</b>	Are user credentials used to access the system?	
<b>PTA - 5B:</b>	Please identify the type of user credentials used to access the system.	
<b>PTA - 6:</b>	Describe why all types of information is collected (into), maintained, and/or shared with another system. This description should specify what information is collected about each category of individual.	<p>The system collects, maintains, and shares audio, video, and supporting graphics animations to complete audio and video productions which may have a person's name, facial identification, voice, and professional background for broadcast on television, radio, or the internet. The audio and video productions consist of video recordings and voice recordings of CDC employees and business partners who may or may not be identified by name and title.</p>
<b>PTA - 7:</b>	Does the system collect, maintain, use or share PII?	
<b>PTA - 7A:</b>	Does this include Sensitive PII as defined by HHS?	
<b>PTA - 8:</b>	Does the system include a website or online application?	No
<b>PTA - 8A:</b>	Are any of the URLs listed accessible by the general public (to include publicly accessible log in and internet websites/online applications)?	
<b>PTA - 9:</b>	Describe the purpose of the website, who has access to it, and how users access the web site (via public URL, log in, etc.). Please address each element in your response.	
<b>PTA - 10:</b>	Does the website have a posted privacy notice?	
<b>PTA - 11:</b>	Does the website contain links to non-federal government websites external to HHS?	
<b>PTA - 11A:</b>	Is a disclaimer notice provided to users that follow external links to websites not owned or operated by HHS?	
<b>PTA - 12:</b>	Does the website use web measurement and customization technology?	
<b>PTA - 12A:</b>	Select the type(s) of website measurement and customization technologies in use and if it is used to collect PII.	

<b>PTA - 13:</b>	Does the website have any information or pages directed at children under the age of thirteen?	
<b>PTA - 13A:</b>	Does the website collect PII from children under the age thirteen?	
<b>PTA - 13B:</b>	Is there a unique privacy policy for the website and does the unique privacy policy address the process for obtaining parental consent if any information is collected?	
<b>PTA - 14:</b>	Does the system have a mobile application?	No
<b>PTA - 14A:</b>	Is the mobile application HHS developed and managed or a third-party application?	
<b>PTA - 15:</b>	Describe the purpose of the mobile application, who has access to it, and how users access it. Please address each element in your response.	
<b>PTA - 16:</b>	Does the mobile application/ have a privacy notice?	
<b>PTA - 17:</b>	Does the mobile application contain links to non-federal government websites external to HHS?	
<b>PTA - 17A:</b>	Is a disclaimer notice provided to users that follow external links to resources not owned or operated by HHS?	
<b>PTA - 18:</b>	Does the mobile application use measurement and customization technology?	
<b>PTA - 18A:</b>	Describe the type(s) of measurement and customization technologies or techniques in use and what information is collected.	
<b>PTA - 19:</b>	Does the mobile application have any information or pages directed at children under the age of thirteen?	
<b>PTA - 19A:</b>	Does the mobile application collect PII from children under the age thirteen?	
<b>PTA - 19B:</b>	Is there a unique privacy policy for the mobile application and does the unique privacy policy address the process for obtaining parental consent if any information is collected?	
<b>PTA - 20:</b>	Is there a third-party website or application (TPWA) associated with the system?	No
<b>PTA - 21:</b>	Does this system use artificial intelligence (AI) tools or technologies?	No

PIA		
PIA		
<b>PIA - 1:</b>	Indicate the type(s) of personally identifiable information (PII) that the system will collect, maintain, or share.	Name Photographic Identifiers Biometric Identifiers Other - Free text Field - Audio recordings and Video Recordings.
<b>PIA - 2:</b>	Indicate the categories of individuals about whom PII is collected, maintained or shared.	Business Partners/Contacts (Federal, state, local agencies) Employees/ HHS Direct Contractors
<b>PIA - 3:</b>	Indicate the approximate number of individuals whose PII is maintained in the system.	501 - 2000
<b>PIA - 4:</b>	For what primary purpose is the PII used?	The PII is used for the primary purpose of providing validation and credibility by CDC leaders and health professionals from its training videos and media (via podcast and web casts) interviews to fulfill its mission by assisting and educating the public about public health issues and diseases.

PIA - 5:	Describe any secondary uses for which the PII will be used (e.g. testing, training or research).	None
PIA - 6:	Describe the function of the SSN, Truncated SSN, and/or Taxpayer ID.	N/A
PIA - 6A:	Cite the legal authority to use the SSN, Truncated SSN, and/or Taxpayer ID.	N/A
PIA - 7:	Identify legal authorities governing information use and disclosure specific to the system and program.	<i>Public Health Service Act (42 U.S.C. 201 et seq.)</i>
PIA - 8:	Are records in the system retrieved by one or more PII data elements?	No
PIA - 8A:	Please specify which PII data elements are used to retrieve records.	
PIA - 8B:	Provide the number, title, and URL of the Privacy Act System of Records Notice (SORN) that is being used to cover the system or indicate whether a new or revised SORN is in development.	
PIA - 9:	Identify the sources of PII in the system.	Directly from an individual about whom the information pertains In-person Government Sources Within the OPDIV Other HHS OPDIV
PIA - 10:	Is there an Office of Management and Budget (OMB) information collection approval number?	No
PIA - 10A:	Provide the information collection approval number.	Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (non-expiring 2010 Memo) Ref: <a href="https://digital.gov/resources/omb-memos-circulars-executive-orders-and-other-policies/">https://digital.gov/resources/omb-memos-circulars-executive-orders-and-other-policies/</a>
PIA - 10B:	Identify the OMB information collection approval number expiration date.	
PIA - 10C:	Explain why an OMB information collection approval number is not required.	OMB number is not needed for Broadcast Network because it falls under the social media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (non-expiring 2010 Memo).  "Under the PRA, "the public" includes individuals, partnerships, corporations, universities, nonprofit organizations, State, local, and tribal governments and agencies, and other associations and organizations, whether foreign or domestic. <b>Federal agencies are not included in the definition of the public.</b> "  The Paperwork Reduction Act (PRA) does not apply to many uses of social media and web-based interactive technologies. These include activities such as publishing solicitations for public comment, conducting virtual public meetings, and using web-based collaboration tools that facilitate interactions between the agencies.
PIA - 11:	Is the PII shared with other organizations outside the system's Operating Division?	Yes
PIA - 11A:	Identify with whom the PII is shared or disclosed.	Other Federal Agency/Agencies Within HHS

<b>PIA - 11B:</b>	Please provide the purpose(s) for the disclosures described in PIA - 11A.	All the above selected have a purpose by public health professionals for means of public outreach, awareness, and service announcements.
<b>PIA - 11C:</b>	List any agreements in place that authorizes the information sharing or disclosure (e.g., Computer Matching Agreement (CMA), Memorandum of Understanding (MOU), or Information Sharing Agreement (ISA)).	N/A
<b>PIA - 11D:</b>	Describe process and procedures for logging/tracking/accounting for the sharing and/or disclosing of PII. If no process or procedures are in place, please explain why not.	N/A
<b>PIA - 12:</b>	Is the submission of PII by individuals voluntary or mandatory?	Voluntary
<b>PIA - 12A:</b>	If PII submission is mandatory, provide the specific legal requirement that requires individuals to provide information or face potential civil or criminal penalties.	
<b>PIA - 13:</b>	Describe the method for notifying individuals that their information will be collected and how they can opt-out of the collection or use of their PII. If there is no option to object to the information collection, provide a reason.	If any individual does not wish to participate in the project, they are released from their responsibility and the content owner may provide alternate subject(s).
<b>PIA - 14:</b>	Describe the process to notify and obtain consent from the individuals whose PII is in the system when major changes occur to the system (e.g., disclosure and/or data uses have changed since the notice at the time of original collection). Alternatively, describe why they cannot be notified or have their consent obtained.	N/A. Once audio/video data is captured, it cannot be changed without discarding the original content.
<b>PIA - 15:</b>	Describe the process in place to resolve an individual's concerns when they believe their PII has been inappropriately obtained, used, or disclosed, or that the PII is inaccurate. If no process exists, explain why not.	Broadcast Network is used to record and produce content, not to manage its usage. If a subject feels their PII is being misused, they may reach out and discuss their concerns with the content owner.
<b>PIA - 16:</b>	Describe the process in place for periodic reviews of PII contained in the system to ensure the data's integrity, availability, accuracy and relevancy. Please address each element in your response. If no processes are in place, explain why not.	Once a project is completed by DCS staff, it is delivered to the content owner, who bears the burden of periodically reviewing their content.
<b>PIA - 17:</b>	Identify who will have access to the PII in the system.	Users Administrators
<b>PIA - 17A:</b>	Select the type of contractor.	HHS/OpDiv Direct Contractors
<b>PIA - 17B:</b>	Do contracts include Federal Acquisition Regulation (FAR) and other appropriate clauses ensuring adherence to privacy provisions and practices?	No
<b>PIA - 18:</b>	Provide the reason why each of the groups identified in PIA - 17 needs access to PII.	Users - Once a project is completed by DCS staff, it is delivered to the content owner, who bears the burden of periodically reviewing their content.  Administrators - Administrators (Full) and Power Users (RW) are CDC employees managing the service and devices.
<b>PIA - 19:</b>	Describe the administrative procedures in place to determine which system users (administrators, developers, contractors, etc.) may access PII.	PII captured by the Broadcast Network team is only used by team members as is necessary in the scope of the given project. This is determined by Broadcast Network project.

<b>PIA - 20:</b>	Describe the technical methods in place to allow those with access to PII to only access the minimum amount of information necessary to perform their job.	Access to all PII captured (audio, still and/or video images) is necessary for Broadcast Network team members to complete the individual project.
<b>PIA - 21:</b>	Identify the general security and privacy awareness training provided to system users (system owners, managers, operators, contractors and/or program managers) using the system to make them aware of their responsibilities for protecting the information being collected and maintained.	Standard CDC Security Awareness and Privacy training on an annual basis.
<b>PIA - 22:</b>	Describe the training system users receive (above and beyond general security and privacy awareness training).	None
<b>PIA - 23:</b>	Describe the process and guidelines in place with regard to the retention and destruction of PII. Cite specific National Archives and Records Administration (NARA) records retention schedule(s) and include the retention period(s).	Production files are kept per GRS 6.4 (April 2020). Temporary. Destroy when 2 years old but longer retention is authorized if required for business use. Digital recordings are securely stored within the system until destroyed, and non-digital videos and tapes are securely stored in locked cabinets behind locked doors controlled by key card access.
<b>PIA - 24:</b>	Describe how the PII will be secured in the system using administrative, technical, and physical controls. Please address each element in your response.	<p>Administrative: all Broadcast Network staff are required to take Annual Security Awareness Training that allows them to identify PII and provides guidance on how to protect it.</p> <p>Technical controls: access to PII stored on the Broadcast Network is limited to staff in the Broadcast Network's active directory based on user roles and the principle of least privilege.</p> <p>Physical controls: the Broadcast Network is completely segregated from the CDC Network with no connectivity between the Broadcast Network, the CDC Network and/or the Internet. Broadcast Network hardware is on CDC's Roybal Campus, which is protected by armed security guards.</p>

## Review & Comments

### Privacy Analyst Review

<b>OpDiv Privacy Analyst Review Status:</b>	Approved	<b>Privacy Analyst Review Date:</b>	8/27/2025
<b>Privacy Analyst Comments:</b>		<b>Privacy Analyst Days Open:</b>	

### SOP Review

<b>SOP Review Status:</b>	Approved	<b>SOP Signature:</b>	
<b>SOP Comments:</b>	Approved on behalf of Beverly Walker	<b>SOP Review Date:</b>	8/28/2025
		<b>SOP Days Open:</b>	1

### Agency Privacy Analyst Review

<b>Agency Privacy Analyst Review Status:</b>	Approved	<b>Agency Privacy Analyst Review Date:</b>	9/3/2025
<b>Agency Privacy Analyst Review Comments:</b>	Reviewer: Nestor Villafuerte 9/3/2025 All comments were addressed:  <b>Q4:</b> What is the ATO date? 4/7/2022 Exp. 4/13/2025 so it would seem the current ATO has expired.  <b>PTA-7:</b> response did not sync. Does the system collect, maintain, use, or share PII? Yes  <b>PTA-7A:</b> response did not sync. Does this include Sensitive PII as defined by HHS? No	<b>Agency Privacy Analyst Days Open:</b>	6

### SAOP Review

<b>SAOP Review Status:</b>	Approved	<b>SAOP Signature:</b>	SAOP signature.docx
<b>SAOP Comments:</b>		<b>SAOP Review Date:</b>	9/9/2025
		<b>SAOP Days Open:</b>	6

### Supporting Document(s)

Name	Size	Type	Upload Date	Downloads
9-3-2025 BNET ATO.pdf	74897	.pdf	9/3/2025 3:06 PM	0
9-3-2025 EMAIL_Re_CDC - BNET - QTR3 - 2025 - CDC8746201.pdf	268667	.pdf	9/3/2025 3:06 PM	0
BNET_PIA.pdf	316201	.pdf	9/3/2025 3:06 PM	0

Comments				
Question Name	Submitter	Date	Comment	Attachment
PIA - 7	Data Feed Service, piafrmcdc	8/4/2025	<p>The legal authority listed in the last approved PIA has changed. Please review and update as appropriate.</p> <p>Previous legal authority: <i>Public Health Service Act (42 U.S.C. 201 et seq.)</i></p> <p>If you choose to retain the current legal authority, please indicate in the comments whether the previous authority was incorrect, which prompted the update.</p>	
PIA - 9	Data Feed Service, piafrmcdc	8/4/2025	<p>The last approved PIA also includes a checkmark on "Other Federal Entities." Please review and update this section as applicable.</p>	
PIA - 18	Data Feed Service, piafrmcdc	8/4/2025	<p>Contractors were not included in the last approved PIA. Please review and update as applicable.</p> <p>If contractors are a new addition to the user list, kindly indicate that in the comments.</p>	
PIA - 17	Data Feed Service, piafrmcdc	8/4/2025	<p>Contractors were not included in the last approved PIA. Please review and update as applicable.</p> <p>If contractors are a new addition to the user list, kindly indicate that in the comments.</p>	
PIA - 24	Data Feed Service, piafrmcdc	8/4/2025	<p>Please ensure that technical controls are included in the list, including access restrictions based on user roles and the principle of least privilege.</p>	
PIA - 10C	Data Feed Service, piafrmcdc	8/18/2025	<p>Provide a complete sentence explaining why no OMB number is needed.</p>	
PIA - 15	Data Feed Service, piafrmcdc	8/18/2025	<p>Please define DCS upon first use.</p>	
PIA - 1	VILLAFUERTE, NESTOR	9/2/2025	<p>The name change was already mentioned in the previous PTA/PIA, please remove the from PTA-2a in the next iteration.</p> <p>Reviewer notes that PTA7 and 7a failed to sync.</p> <p>ATO date did not sync.</p>	

### Admin Section

Is OpDiv Privacy Analyst Approved ?:	1	Is OpDiv Privacy Analyst Return ? :	0
		Is SOP Return ?:	0
Is Agency Privacy Analyst Approve ?:	1	Is Agency Privacy Analyst Return ?:	0
Is SAOP Approved?:	1	Is SAOP Return ?:	0
Total Approved:	4	Total Return:	0
Total Approval Required:	4		

### Miscellaneous Fields

Last Updated:	9/9/2025 8:01 PM	History Log:	<a href="#">View History Log</a>
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