


General Information			
PTA / PIA Name:	HRSA - NMMHH - QTR3 - 2025 - HRSA1446278	PTA / PIA ID:	3706358
Component Name:	HRSA - National Maternal Mental Health Hotline	ATO Boundary Name:	National Maternal Mental Health Hotline
Overall Status:	Complete 	# of Days - Open:	230
Submitter:		Submit Date:	2/12/2026
Next Assessment Date:	02/25/2029	Expiration Date:	2/25/2029
Office:		OpDiv:	HRSA
Security Categorization:	Moderate		
Make PIA available to Public?:	Yes	PIA Required:	Yes
General 01:	Identify the Enterprise Performance Lifecycle Phase of the system.		Operations and Maintenance
General 02:	Is this a FISMA-Reportable system?		Yes
General 03:	Does the system have or is it covered by a Security Authorization to Operate (ATO)?		Yes
General 04:	ATO Date or Planned ATO Date.		5/23/2027
General 05:	Is the system or electronic information collection, agency or contractor operated?		Contractor
History Log:	View History Log		

Privacy Threshold Analysis

Privacy Threshold Analysis

PTA 01:	Point of Contact (POC) Name	Bryant Osei
PTA 01A:	POC Title and Organization	Information System Security Officer
PTA 01B:	POC Email Address	Bosei@hrsa.gov
PTA 01C:	POC Phone Number	240-475-6840
PTA 02:	Indicate the following reason(s) for this PTA. Choose from the following options.	PIA Validation (PIA Refresh)
PTA 02A:	Describe in further detail any changes to the system that have occurred since the last PIA.	No changes was made to the previous PTA/PIA. Guidance was provided by the HRSA Privacy team to update to the new PIA/PTA Module.
PTA 03:	Is the data contained in the system owned by the agency or contractor?	Contractor
PTA 04:	Please give a brief overview of the purpose of the system by describing what the functions of the system are and how the system carries out those functions in support of HHS.	The National Maternal Mental Health Hotline uses Nice inContact Cloud Contact Center (VoIP) to provide the capability for help seekers to contact the hotline via call and Short Message Service (SMS) and Salesforce's Service Cloud for case management and data collection. The purpose of this system is to provide a national, confidential maternal mental health hotline to be staffed by qualified counselors who provide immediate responses via telephone and text, to pregnant or postpartum persons experiencing symptoms of perinatal mental health conditions.
PTA 05:	List and/or describe all the types of information that are collected, maintained, and/or shared by the system regardless of whether that information is PII and how long that information is stored.	The National Maternal Mental Health Hotline collects, store and/or maintain the following PII elements: Phone number, name, pregnancy status, military status or history, race, ethnicity, email address, user credentials, age range, reason for contacting the hotline, resource or referral (if provided) and zip code; disposition timeframe of data not yet defined. The list of PII collected are voluntary and not applicable to all callers.
PTA 05A:	Are user credentials used to access the system?	Yes
PTA 05B:	Please identify the type of user credentials used to access the system.	Non-HHS User Credentials Password Email Address
PTA 06:	Describe why each type of information is collected, maintained, and/or shared by the system. Specify what information is collected about each category of individual.	Phone number and name: used to contact individual help seekers.
PTA 07:	Does the system collect, maintain, use, or share PII?	Yes
PTA 08:	Does the system include a website or online application?	No
PTA 14:	Does the system have a mobile application?	No
PTA 20:	Are any third-party websites or applications (TPWA) associated with the system?	No
PTA 21:	Does this system use artificial intelligence (AI) tools or technologies?	No

Privacy Impact Assessment

Privacy Impact Assessment

PIA 22:	Indicate the type(s) of personally identifiable information (PII) that the system will collect, maintain, or share.	Biographical Information Name User Credentials Military Status/History Contact Information Phone Numbers (Personal) Email Address (Business) Other Other
PIA 22A:	Identify the “other” type(s) of personally identifiable information (PII) not mentioned in the above list.	NMMHH collects pregnancy status.
PIA 23:	Indicate the categories of individuals about whom PII is collected, maintained, or shared.	Employees/HHS Direct Contractors Patients
PIA 24:	Indicate the approximate number of individuals whose PII is maintained in the system.	500 – 4,999
PIA 25:	For what primary purpose is the PII used?	Help Seekers: in order to conduct follow up well-being assessments with the help seekers, as needed. Counselors: to enable counselors to login to the Salesforce system.
PIA 26:	Describe any secondary uses for which the PII will be used (e.g., testing, training, or research).	N/A
PIA 28:	Identify legal authorities, governing information use and disclosure specific to the system and program.	5 USC 301, Departmental regulations
PIA 29:	Are records in the system retrieved by one or more PII data elements?	No
PIA 30:	Identify the sources of PII in the system.	Directly from an individual about whom the information pertains Phone Online
PIA 31:	Is there an Office of Management and Budget (OMB) information collection approval number?	Yes
PIA 31A:	Provide the information collection approval number(s) and expiration date(s).	OMB CONTROL NUMBER: 0906-0084 EXPIRATION DATE: 02/28/2027
PIA 32:	Is the PII in the system shared directly with other organizations outside the system’s Operating Division?	No
PIA 33:	Is the submission of PII by individuals voluntary or mandatory as defined in the Privacy Act?	Voluntary

PIA 34:	Describe the method in place to notify and obtain consent from individuals whose PII will be collected. If no prior notice is given or consent cannot be obtained, explain why.	<p>No prior notice is given to help seekers that their phone number will be collected because by calling in to the hotline, their approval is taken to be implicit.</p> <p>Counselors are trained to inform help seekers that sharing their first name is optional. Help seekers have the option to decline the request to provide their name.</p> <p>Counselors provide their email address in order to create user credentials to login to Salesforce. Therefore, no notification is required.</p>
PIA 35:	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). If they cannot be notified or have their consent obtained, explain why.	Individuals would have to be notified via phone in the event that the use of collected data changed. This process would be too resource intensive for NMMHH to execute; therefore, individuals would not be notified.
PIA 36:	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.	There is no process in place currently to resolve individual's concerns when they believe their PII has been inappropriately obtained, used, or disclosed, or that PII is inaccurate because: (1) the help seeker PII collected (name and phone number) is only used for follow up communication with the help seekers; and it is estimated that only around 10% of the help seekers will be contacted for follow up communication; and (2) the counselor email addresses are only used to log in to the Salesforce system.
PIA 37:	Describe the process in place for periodic reviews of the system to ensure the integrity, availability, accuracy, and relevancy of the PII in the system. Please address each element in your response. If no processes are in place, explain why not.	<p>No process currently exists because only about 10% of phone number/name records will need to be accessed for follow-up communications with help seekers.</p> <p>The accuracy of the email addresses used by counselors to log into the system are maintained by the individual counselors. If an individual's email address changes, they will lose access to the system. All email addresses used are PSI emails. If an individual leaves PSI, their email address will be deactivated, and they will no longer be able to log in to the system.</p>
PIA 38:	Identify who will have access to the PII in the system.	Users
PIA 38A:	Select the type of contractor.	Administrators
PIA 38B:	Do contracts include Federal Acquisition Regulation (FAR) and other appropriate clauses ensuring adherence to privacy provisions and practices?	Contractors
		HHS/OpDiv Direct Contractors
		Third-Party Contractor (Contractors other than HHS Direct Contractors)
		No

PIA 39:	Provide the reason why each of the groups identified in 38 needs access to PII.	<p>Users: Counselors have access to the help seeker name and phone number because they are the ones collecting the information.</p> <p>Admins: have access to the collected help seeker name and phone number, as well as counselor email addresses by default in Salesforce to enable issue resolution.</p> <p>Contractors: No HRSA organizational users access the system. Therefore, all users (counselors) and system administrators are contractors. Refer to the above for definitions of user and admin access.</p>
PIA 40:	Describe the administrative procedures in place to determine which system users (administrators, developers, contractors, etc.) may access PII.	<p>Counselors are assigned a counselor role at the time of account creation which allows them to document help seeker and phone number in Salesforce.</p> <p>Administrators are assigned an administrator role at the time of account creation which allows them to view help seeker name and phone number, as well as counselor email address.</p>
PIA 41:	Describe the technical methods in place to allow those with access to PII to access only the minimum amount of information necessary to perform their job.	Role based access control is used to ensure that users only view the amount of information to perform their job.
PIA 42:	Identify the general security and privacy awareness training provided to system users (system owners, managers, operators, contractors and/or program managers) to make them aware of their responsibilities for protecting the information being collected and maintained.	All users must take the HRSA federal records management training. Counselors and system administrators must also take a PSI provided training prior to receiving an account; this training reviews security and data privacy concerns, and must be taken annually.
PIA 43:	Describe the training system users receive above and beyond general security and privacy awareness training.	Not applicable
PIA 44:	Describe the process and guidelines in place for the retention and destruction of PII. Cite specific National Archives and Records Administration (NARA) records retention schedule(s) and include the retention period(s).	Following disposition authority # "DAA-GRS-2017-0002-0002", the customer records collected by NMMHH will only be deleted once superseded or made obsolete, or when a customer requests the agency remove the records.
PIA 45:	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 users are required to take annual security and privacy awareness training and sign rules of behavior to ensure that PII is secured.</p> <p>Technical: role based access controls are used to determine which accounts have access to read/add/modify/remove PII.</p> <p>Physical: collected data is stored in a FedRAMP-certified data center.</p>

Review and Comments

OpDiv Privacy Analyst Review

Privacy Analyst Review Decision:	Approved	Privacy Analyst Review Date:	2/19/2026
Privacy Analyst Review Comments:		# of Days - PA Review:	7

SOP Review

SOP Review Decision:	Approved	SOP Review Date:	2/24/2026
SOP Review Comments:		# of Days - SOP Review:	5

Agency Privacy Analyst Review

Agency Privacy Analyst Review Decision:	Approved	Agency Privacy Analyst Review Date:	2/24/2026
Agency Privacy Analyst Review Comments:	<p>Reviewer: Shanai Shobowale</p> <p>2/24/2026 All comments were addressed with the exception of PIA-22A: Per PTA-5, please include the following PII "race, ethnicity, age range, and zip code." Please be sure to update on the next iteration of the PIA. This PIA is ready for SAOP review and approval.</p> <p>2/11/2026 Please see comments and update accordingly:</p> <p>PTA-4: Please spell out SMS the first time its used.</p> <p>PIA-22A: Per PTA-5, please include the following PII "race, ethnicity, age range, and zip code."</p> <p>Reviewer: Nestor Villafuerte</p> <p>12/12/2025 Please see comments and update accordingly:</p> <p>PTA-4: Please replace "system" with "National Maternal Mental Health Hotline."</p> <p>PTA-5: Please revise to read "The system will collect, store and/or maintain the following PII elements:</p> <p>Phone number, name, email, health history (not medical notes, not medical records number), diagnoses, treatment, medications, pregnancy status; disposition timeframe of data not yet defined."</p> <p>PIA-22A: Per PTA-5, NMMHH does collect health history (not medical notes, not medical records number), diagnoses, treatment, medications, pregnancy status; disposition timeframe of data not yet defined.</p> <p>PIA-31A: Per reginfo.gov, the stated OMB expired on 03/07/2025. Is there a new OMB number?</p> <p>Reviewer: Crystal Bland</p> <p>8/28/2025 Please see comments and address accordingly:</p> <p>PIA-22: Please check Name, User credentials, and Other- in the free text input "health history, diagnosis, treatment, medication, and pregnancy."</p>	# of Days - APA Review:	0

SAOP Review

SAOP Review Decision:	Approved	SAOP Review Date:	2/26/2026
SAOP Review Comments:		# of Days - SAOP Review:	2

SAOP Signature

Date	User	Type	Name	Original Value	New Value
2/26/2026 2:42 PM	BAUR, VANESSA	Signature	SAOP (Email PIN)		Content Signed

Supporting Document(s)

Name	Size	Type	Upload Date	Downloads
No Records Found				

Comments				
Question Name	Submitter	Date	Comment	Attachment
PIA 22	BLAND, CRYSTAL	8/28/2025	Please check Name, User credentials, and Other- in the free text input "health history, diagnosis, treatment, medication, and pregnancy."	
PTA 04	VILLAFUERTE, NESTOR	10/22/2025	Please replace "system" with " National Maternal Mental Health Hotline ".	
PTA 05	VILLAFUERTE, NESTOR	10/22/2025	Please revise to read: "The system will collect, store and/or maintain the following PII elements: Phone number, name, health history (not medical notes, not medical records number), diagnoses, treatment, medications, pregnancy status; disposition timeframe of data not yet defined."	
PIA 31A	VILLAFUERTE, NESTOR	10/22/2025	Per reginfo.gov, the stated OMB expired on 03/07/2025. Is there a new OMB number?	
PTA 06	BLAND, CRYSTAL	12/12/2025	Per PTA-5, please explain why each type of PII is collected such as email, health history (not medical notes, not medical records number), diagnoses, treatment, medications, pregnancy status; disposition timeframe of data not yet defined.	
PTA 05	BLAND, CRYSTAL	12/12/2025	Per PIA-22, please include "Email" as one of the PII elements collected.	
PIA 22A	BLAND, CRYSTAL	12/12/2025	Per PTA-5, NMMHH collects health history (not medical notes, not medical records number), diagnoses, treatment, medications, pregnancy status; disposition timeframe of data not yet defined.	
PIA 22A	BLAND, CRYSTAL	2/11/2026	Per PTA-5, please include the following PII "race, ethnicity, age range, and zip code."	
PTA 04	BLAND, CRYSTAL	2/11/2026	Please spell out SMS the first time its used.	