


General Information		
<b>PTA / PIA Name:</b>	HRSA - SF - QTR2 - 2025 - HRSA1445979	<b>PTA / PIA ID:</b> 3567995
<b>Component Name:</b>	HRSA - Salesforce	<b>ATO Boundary Name:</b> Salesforce
<b>Overall Status:</b>	Complete 	<b># of Days - Open:</b> 44
<b>Submitter:</b>		<b>Submit Date:</b> 8/5/2025
<b>Next Assessment Date:</b>	08/12/2028	<b>Expiration Date:</b> 8/12/2028
<b>Office:</b>		<b>OpDiv:</b> HRSA
<b>Security Categorization:</b>	Moderate	
<b>Make PIA available to Public?:</b>	No	<b>PIA Required:</b> Yes
<b>General 01:</b>	Identify the Enterprise Performance Lifecycle Phase of the system.	Operations and Maintenance
<b>General 02:</b>	Is this a FISMA-Reportable system?	Yes
<b>General 03:</b>	Does the system have or is it covered by a Security Authorization to Operate (ATO)?	Yes
<b>General 04:</b>	ATO Date or Planned ATO Date.	9/25/2024
<b>General 05:</b>	Is the system or electronic information collection, agency or contractor operated?	Contractor
<b>History Log:</b>	<a href="#">View History Log</a>	

Privacy Threshold Analysis		
<b>Privacy Threshold Analysis</b>		
<b>PTA 01:</b>	Point of Contact (POC) Name	Dorian Scott Smith
<b>PTA 01A:</b>	POC Title and Organization	Branch Chief HRSA/Office of Operations/Office of Information Technology/Division of Grants Performance Systems
<b>PTA 01B:</b>	POC Email Address	dsmith1@hrsa.gov
<b>PTA 01C:</b>	POC Phone Number	3014439323
<b>PTA 02:</b>	Indicate the following reason(s) for this PTA. Choose from the following options.	PIA Validation (PIA Refresh)

<b>PTA 02A:</b>	Describe in further detail any changes to the system that have occurred since the last PIA.	A second instance was created.
<b>PTA 03:</b>	Is the data contained in the system owned by the agency or contractor?	Agency
<b>PTA 04:</b>	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.	<p>The purpose of this system is to track customers contacting Health Resources and Services Administration (HRSA) for support needs relating to Electronic Handbooks system (EHBs), Bureau of Health Workforce Management Information System Solution system (BMISS), or the Bureau of Primary Healthcare (BPHC). Customer contacts can be via phone, email, or web/online, and addressed by agents in the organization's contact center.</p> <p>The HRSA Case Management (HRSACM) operates as a CRM for HRSA OIT grant system support (EHBs) and BHW Customer Care Center for support loans and scholarship system (BMISS). Agents track customer contacts who need assistance or support with the either system within Salesforce (HRSACM) and save the interaction. The information collected is used for tracking trends of specific contact types. The same can be said for the BHW Customer Care Center who uses the HRSACM instance to track their customers who have support needs with BHW's BMISS system.</p> <p>The other Salesforce instance is solely used by BPHC and operates as that of OIT and BHW. The only exception is that Health Centers can request access to a portal space on the system which provides specific FAQs and knowledge articles.</p> <p>This system falls inline with HHS and HRSA's mission. To improve health outcomes through access to quality services, a skilled health workforce, and innovative, high-value programs.</p>

**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 system will collect, maintain, or store the following PII elements:

Name is collected to identify the customer experiencing an issue and needed for follow-up once services have been restored.

Email is collected to communicate with customers when they are unavailable by phone. Also used to provide auto-responses from webform submissions which provides a ticket number of the reported incident or inquiry.

Username is collected to allow agents to access the test systems of the user experiencing an issue or needing assistance to navigate the Electronic Handbooks.

Organization information is collected for the purpose of the Bureau of Primary Healthcare tracking of sites that are receiving grants. Also useful for trending data on specific regions.

Grant number is used to track specific programs and provide trend data on contacts received pertaining to the organizations specific grant.

BMISS ID is collected for the loans and scholarships participants serving an obligation for BHW. This information is used by program to trend callers who called in for clarification on his her obligation or needing assistance with their BMISS portal account.

Application number is used to collect information about particular applications submitted through the Grants.gov website and used for diagnosing issues for customers having trouble submitting an application.

Tracking Number is collected in conjunction with the application number to identify the specific application for a particular organization.

Description of incident is a summary of the reason for the contact and what disruption or question the caller needs.

**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.

HHS User Credentials

HHS/OpDiv PIV Card

Non-HHS User Credentials

Username

Password

<b>PTA 06:</b>	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.	<p>This system serves as a repository to collect customer interactions as it relates to their use of the Electronic Handbooks system, the BMISS system, or BPHC Health Center Support for communication of customer inquiries. All information collected, stored or shared is used to identify the user or organization experiencing an issue or having a question about the system in question. At a minimum, HRSA collects the name of the customer for identify who is placing the contact. A contact phone Number is requested in case of a disconnect or a need for follow-up. The organization information, username, BMISS ID, application number, tracking number are only collected if necessary to address the issue reported. However, this information is stored within the record maintained permanently until HRSA decides to destroy.</p> <p>User and administrator information that is collected to control the system is the email address and name. This is only to provide tracking of who has access to login to the system. The information is not used for any additional sharing.</p>
<b>PTA 07:</b>	Does the system collect, maintain, use, or share PII?	Yes
<b>PTA 08:</b>	Does the system include a website or online application?	Yes
<b>PTA 08A:</b>	Provide the URL(s).	<p>BPHC Answers - <a href="https://hrsa.my.salesforce.com/">https://hrsa.my.salesforce.com/</a></p> <p>HRSAACM - <a href="https://hrsacm.my.salesforce.com/">https://hrsacm.my.salesforce.com/</a></p>
<b>PTA 08B:</b>	Are any of the website or online applications accessible by the public (including publicly accessible log in pages)?	Yes
<b>PTA 09:</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.	<p><b>BPHC Answers - <a href="https://hrsa.my.salesforce.com/">https://hrsa.my.salesforce.com/</a></b></p> <p>This is the primary site to access the application. Access is available to organizational users and non-organizational users. Organizational users are required to access via SSO using AMS credentials. Non-organizational users access via username, password, and Salesforce native MFA.</p> <p><b>HRSAACM - <a href="https://hrsacm.my.salesforce.com/">https://hrsacm.my.salesforce.com/</a></b></p> <p>This is the primary site for application access for organizational users. There are no non-organizational users assigned to this instance. Organizational users are required to use their PIV Card and AMS credentials to access the site.</p>
<b>PTA 10:</b>	Does the website have a posted privacy notice?	Yes
<b>PTA 11:</b>	Does the website contain links to non-federal government websites external to HHS?	No
<b>PTA 12:</b>	Does the website use web measurement and customization technology?	No
<b>PTA 13:</b>	Does the website have any information or pages directed at children under the age of thirteen?	No

<b>PTA 14:</b>	Does the system have a mobile application?	No
<b>PTA 20:</b>	Are any third-party websites or applications (TPWA) associated with the system?	No
<b>PTA 21:</b>	Does this system use artificial intelligence (AI) tools or technologies?	No

### Privacy Impact Assessment

#### Privacy Impact Assessment

<b>PIA 22:</b>	Indicate the type(s) of personally identifiable information (PII) that the system will collect, maintain, or share.	Biographical Information Name Contact Information Email Address (Business) Mailing Address (Business) Phone Numbers (Business) Other Other
<b>PIA 22A:</b>	Identify the “other” type(s) of personally identifiable information (PII) not mentioned in the above list.	BMISS ID and user credentials
<b>PIA 23:</b>	Indicate the categories of individuals about whom PII is collected, maintained, or shared.	Grantees Members of the public
<b>PIA 24:</b>	Indicate the approximate number of individuals whose PII is maintained in the system.	500 – 4,999
<b>PIA 25:</b>	For what primary purpose is the PII used?	The PII primary purpose is only for identification related to a support ticket created with Salesforce.
<b>PIA 26:</b>	Describe any secondary uses for which the PII will be used (e.g., testing, training, or research).	There are no secondary uses for the PII.
<b>PIA 28:</b>	Identify legal authorities, governing information use and disclosure specific to the system and program.	There are no legal authorities for use of the PII.
<b>PIA 29:</b>	Are records in the system retrieved by one or more PII data elements?	Yes
<b>PIA 29A:</b>	Please specify which PII data elements are used to retrieve records.	Name Phone number Email
<b>PIA 29B:</b>	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.	This system is no a system of record and a SORN is not required.
<b>PIA 30:</b>	Identify the sources of PII in the system.	Directly from an individual about whom the information pertains Phone Email Online Non-Government Sources Members of the Public
<b>PIA 31:</b>	Is there an Office of Management and Budget (OMB) information collection approval number?	No

<b>PIA 31B:</b>	Explain why an OMB information collection approval number is not required.	The system is not setup specifically to collect information from callers.
<b>PIA 32:</b>	Is the PII in the system shared directly with other organizations outside the system's Operating Division?	No
<b>PIA 33:</b>	Is the submission of PII by individuals voluntary or mandatory as defined in the Privacy Act?	Voluntary
<b>PIA 34:</b>	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.	Salesforce must collect the specific PII in order to effectively track customer interaction. This is limited to name, email address, phone number, and/or organization.
<b>PIA 35:</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). If they cannot be notified or have their consent obtained, explain why.	When callers call in a message is provided to notify the caller that call may be recorded. No process is in place to notify individuals that their personal information is collected. We will make the update to our website to provide this disclaimer.
<b>PIA 36:</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.	No process has been developed for this. As customers are required to provide their names and phone numbers for follow-up purposes and is minimal in sensitivity.
<b>PIA 37:</b>	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.	No periodic review is in place since the collection of the PII is minimal sensitivity.
<b>PIA 38:</b>	Identify who will have access to the PII in the system.	Users Administrators Contractors
<b>PIA 38A:</b>	Select the type of contractor.	HHS/OpDiv Direct Contractors
<b>PIA 38B:</b>	Do contracts include Federal Acquisition Regulation (FAR) and other appropriate clauses ensuring adherence to privacy provisions and practices?	Yes
<b>PIA 39:</b>	Provide the reason why each of the groups identified in 38 needs access to PII.	Users - Collecting customer information for tracking a particular issue. Admins- Address routing or issues with tickets Contractors - Direct contractors working on behalf of HRSA.
<b>PIA 40:</b>	Describe the administrative procedures in place to determine which system users (administrators, developers, contractors, etc.) may access PII.	Management initials and approves request for account creation to support job duties. Assigned internal role based controls based on specific job duties. Administrators have the role of creating accounts. Their only access is from a visibility standpoint when addressing issues. Users are collecting PII from customers who contact HRSA's contact center seeking assistance. They are collecting these only as a means for follow-up after the resolution of an incident.

<b>PIA 41:</b>	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.	The PII (name, email address, phone number) that is collected or accessed is minimal information needed to keep track customers who have reported an issue or submitted a request. These are role based controls (RBCs) within the system and determined during the creation of accounts. All users and administrators sign and comply with the Rules of Behavior.
<b>PIA 42:</b>	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.	We are using the HRSA Annual Security Awareness training for this requirement.
<b>PIA 43:</b>	Describe the training system users receive above and beyond general security and privacy awareness training.	Users must complete the annual HRSA Security Awareness training. Since the PII being collected in minimally sensitive, we don't have a need for training beyond the annual awareness training.
<b>PIA 44:</b>	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).	These operations follow the General Records Schedule 5.8. HRSA can destroy these records after 1 year, but choose to save longer for trend purposes or needs of a SWIFT request.
<b>PIA 45:</b>	Describe how the PII will be secured in the system using administrative, technical, and physical controls. Please address each element in your response.	Administrative security is controlled through HRSA annual security awareness training and Annual Privacy Training Technical controls are achieved by automatic logoff for inactivity and account management for authorized users Physical controls are protected by Salesforce on a 24x7 basis for monitoring and first response by engineers.

## Review and Comments

### OpDiv Privacy Analyst Review

<b>Privacy Analyst Review Decision:</b>	Approved	<b>Privacy Analyst Review Date:</b>	8/7/2025
<b>Privacy Analyst Review Comments:</b>		<b># of Days - PA Review:</b>	2

### SOP Review

<b>SOP Review Decision:</b>	Approved	<b>SOP Review Date:</b>	8/7/2025
<b>SOP Review Comments:</b>		<b># of Days - SOP Review:</b>	0

### Agency Privacy Analyst Review

<b>Agency Privacy Analyst Review Decision:</b>	Approved	<b>Agency Privacy Analyst Review Date:</b>	8/13/2025
<b>Agency Privacy Analyst Review Comments:</b>	<p>Reviewer: Nestor Villafuerte</p> <p>8/13/2025 All comments have been addressed. This PIA is ready for SAOP review and approval.</p> <p>7/30/2025 Please see comments and update accordingly.</p> <p>PTA-1 (General Q4): ATO date is blank, please update.</p> <p>PTA-05: Please add the following sentence in the beginning of your response: "The system will collect, maintain, or store the following PII elements:"</p> <p>PIA-22: Please select "Other" and include BMISS ID and user credentials in the text box.</p>	<b># of Days - APA Review:</b>	6

### SAOP Review

<b>SAOP Review Decision:</b>	Approved	<b>SAOP Review Date:</b>	8/13/2025
<b>SAOP Review Comments:</b>	Approved on behalf of the SAOP	<b># of Days - SAOP Review:</b>	0

### SAOP Signature

Date	User	Type	Name	Original Value	New Value
8/13/2025 2:41 PM	BLAND, CRYSTAL	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
PTA 05A	Data Feed Service, pta_pia_HSRSA_Release	7/1/2025	User credentials are created and stored in the system. User's AMS credentials are used for SSO login flows.	
PTA 05B	Data Feed Service, pta_pia_HSRSA_Release	7/1/2025	<p>All users have credentials within the system(s). In addition, both system(s) are connected to AMS which uses their PIV credentials for SSO functionality for Organizational users.</p> <p>Non-Org users access a portal to the system and must authenticate with their username, password, and mobile code provided via the Salesforce Authenticator app. Their credentials are stored within the system.</p>	
PTA 02A	Data Feed Service, pta_pia_HSRSA_Release	7/1/2025	OIT and BHW tenants were part of the same instance as BPHC. In 2024, OIT and BHW were moved to a separate instance. This took place to allow BPHC sole use of the one environment and provided the ability for all organizations to make necessary changes without having to coordinate among the development, operation, and maintenance teams.	
PTA 08A	Data Feed Service, pta_pia_HSRSA_Release	7/1/2025	These URLs are restricted to HRSA IPs. No one can access the site unless connected to HRSA's VPN or within HRSA's Network.	
PIA 45	Data Feed Service, pta_pia_HSRSA_Release	7/1/2025	Physical protection is provided by the Corporate Service Provider. This is a SaaS solution.	
PTA 01	VILLAFUERTE, NESTOR	7/30/2025	Reviewer notes that the ATO date field is blank.	
PTA 05	VILLAFUERTE, NESTOR	7/30/2025	Please add the following sentence in the beginning of your response: "The system will collect, maintain, or store the following PII elements:"	
PIA 22	VILLAFUERTE, NESTOR	7/30/2025	Please add a field for "other" and include BMISS ID and user credentials.	