

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

January 23, 2026

OPDIV:

OS

Name:

OS Instagram

TPWA Unique Identifier:

T-3496994-755051

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

If SORN is not yet published, identify plans to put one in place.

N/A

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

Indicate the OMB approval number expiration date (or describe the plans to obtain OMB clearance).

Expiration Date: 1/1/01 12:00 AM

Describe the plans to obtain OMB clearance.

Explanation: N/A

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:

Instagram is a versatile social media platform designed to facilitate visual communication through photos and videos. Users can create personalized profiles where they share images, short videos, and stories. The platform enables users to follow other users' profiles, engage with posts through likes, comments, and direct messages, and discover new content through the Explore page.

OS Privacy supports a range of Instagram pages supporting OpDivs including the Junior Officer Advisory Group, HIV.gov, and the Dental Professional Advisory Committee. These pages are used for a multitude of purposes such as, generating interest and spreading awareness about HHS OpDiv programs, to educate individuals on wellness, and share information on public health, related initiatives, and events. These Instagram pages are used to share information about OpDiv goals and respond to comments and inquiries from members of the public.

To create an Instagram account, the user must provide their name, photo (optional), username, password and email address. Users may create a personal profile with photos, lists of personal interests, contact information, and other personal information. Users can add other users as friends and communicate with them through private or public messages and a chat feature, including automatic notifications. Privacy settings enable users to control who views their content and who can interact with them.

The Instagram Privacy Policy is available at:

https://help.instagram.com/811572406418223/?helpref=uf_share

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:

All information and resources shared on individual Instagram pages with members of the public are also available on the related government OpDiv websites. Users can often also choose to subscribe to receive Rich Site Summary (RSS) feeds or e-mail updates.

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

Yes

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

An external hyperlink from an HHS Website or Website operated on behalf of HHS

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

Through the use of an internet browser.

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?

Yes

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:

<http://www.hhs.gov/Privacy.html>

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

Yes

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:

Upon creation of an account, the user must provide their name, username, password and email

address. In addition, they may provide a location, photo and other personal information. The type of PII made available is dependent upon the privacy settings established by the user. In most cases, it includes an individual's name, hometown, home address, age, work address, phone numbers, marital status, websites, groups, organizations and charitable causes with whom the user is affiliated, political affiliation, religious beliefs, as well as family photos and personal information about family members.

OpDiv will not use or collect PII. While PII (name only and user profiles) will be maintained on the Instagram page, it will not be utilized or stored by the OpDiv.

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:

The OpDiv does not take possession of the personal information belonging to Instagram users. We do not collect, maintain, disclose or share any information about people who follow the related page on Instagram.

Any information the user makes public on their profile is visible to the public. Information is posted and used for social networking.

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

No PII collected, maintained, or shared.

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:

No PII collected, maintained, or shared.

What other privacy risks exist and how will they be mitigated?

Protection of PII is totally dependent upon the privacy settings established by the account holder. Instagram is a social utility designed to connect people with common interests. It is a system designed by a third party to be an interactive forum in which people share information, potentially, personally identifiable information. Instagram is a privacy risk and the OpDiv does not have any control over its operation.