

US Department of Health and Human Services

Third Party Websites and Applications Privacy Impact Assessment

Date Signed:

February 11, 2025

OPDIV:

OS

Name:

ODPHP Looker Studio Platform

TPWA Unique Identifier:

T-2018234-837111

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.

null

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: null

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 purpose of the use of the third-party application (Looker Studio Platform, a Google Cloud Platform service) is to deliver business intelligence web analytics dashboard reporting of the ODPHP Website System (An HHS Public Website). Web applications will be captured on Organic Search, Referrals, Email, Organic Social information coming from external users desktops, mobile devices, and tablets accessing the ODPHP Website System. However, this information is only used to provide aggregated data (e.g., pages access, etc.) against a users IP address accessing the ODPHP Website System website.

GA4 (Google Analytics) anonymizes IP addresses by removing the last octet of the address before storing it. For example, instead of storing "192.168.1.100", GA4 stores "192.168.1.0".

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:

The public can access the native google analytics interface and will get the same data but will be format differently.

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?

Other...

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

The Public has the options of obtaining an Looker Studio Platform account to obtain access to the system. It is a two step process. Step one, they have to create an ID of google platform that is tied to their e-mail. Step two, the developer has to explicitly grant the user access to any dashboard they would need to view.

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?

No

Provide a hyperlink to the OPDIV Privacy Policy:

<https://www.hhs.gov/privacy.html>

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:

In googles native form, there is no PII published. Only the developer has the capability to write code that will override and publish PII to the site. The public cannot publish PII to google site.

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:

No PII shared in Looker studio or Google analytics

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

No, PII is not shared with any HHS ODPHP system and has no intended or expected use of the PII

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 is not used or maintained on HHS ODPHP system

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

N/A