

EZ PIA

This form should only be used for systems that do not qualify as a major information system. It is designed for small projects, databases, Web 2.0 applications, etc. For questions about the form you should contact NGC.

I. System identification

- a. System name: Instagram**
- b. System owner: Pam Wright, Chief Innovation Office**
- c. Office system is located in: VES**
- d. PIA author name: Mary Krakowiak Phone: 301.837.1971**
- e. Date of PIA: July 18, 2013**
- f. One paragraph description of the system:**

Instagram is a photo sharing application that allows users to share photos with filters to transform the image into a memory that connects people through photos. These photos are extremely unique with different perspectives, and are generally location based. The National Archives would create one main US National Archives account, and also open the option to the Presidential Libraries to create their own accounts. Because of the overwhelming popularity of Instagram and its widespread use today, this would increase NARA's online presence and relevance with the public.

II. Privacy Assessment

- a. What information is being (or will be collected)? For databases, list fields**
NARA does not collect, maintain, or disseminate PII from individuals who interact with NARA on Instagram. Instagram may collect PII from individuals but this information is not shared with NARA.

NARA does not browse individuals' Instagram accounts to collect PII about them.

Individuals may comment on a NARA Instagram photo. The individual's name and profile picture, which are visible to the public and have been voluntarily shared with NARA, are captured and saved through NARA's records management processes.

When individuals share sensitive PII, such as a Social Security Number, on a Instagram comment, the PII is moderated in accordance with NARA's comment and posting policy.

b. Why is the information being collected?

Any PII that is collected is done so through the management of federal records. NARA does not collect PII beyond that identifying information which is shared through Instagram comments and similar features.

- c. How do you intend to use this information?** Information gathered through the management of federal records is used to document the development of federal policies and managed with a federal records schedule.
- d. With whom will the information be shared?** All of the information captured through the management of NARA's Instagram accounts is information that is or was publicly accessible. PII that has been removed from an Instagram photo in accordance with our comment and posting policy is retained in the records of the office that manages the Instagram account (Digital Engagement).
- e. How is the information stored?** Electronically and in paper form
- i. What records schedule applies?** The records are unscheduled
 - ii. For how long will the information be kept?** Unscheduled records are retained as permanent until they are scheduled.
- f. What notice or opportunities for consent is provided to individuals when their information is collected?** All information collected through the capture of NARA's Instagram photos is information voluntarily shared by individuals with NARA on a public web site. On the Instagram accounts maintained by NARA, the privacy policy and comment policy will be linked to from Archives.gov. The comment and posting policy tells visitors: "Do not post personally identifiable information such as social security numbers, addresses, and telephone numbers. Comments containing this information will be removed from the Instagram account."
- i. If there is a privacy policy in place, please provide the text of it and describe how it is made available to users.** The Privacy Notice on Archives.gov will be linked to in the description of NARA on Instagram. The privacy notice says: "This site is not hosted by the National Archives and Records Administration and thus the privacy policies of NARA do NOT apply. The privacy policy for this web site may be found at <http://instagram.com/about/legal/privacy/>. NARA retains records of the content on the NARA portion of this site, as is provided for in our records retention schedules and mandated by the Federal Records Act. These records include user comments and any personally identifiable information a commenter shares with NARA. Because these records are collected from a public web site, it may be disclosed to others and used by NARA in the conduct of agency business. Please do not share information

