

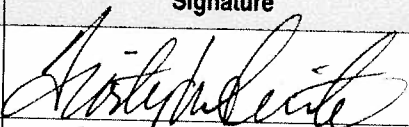
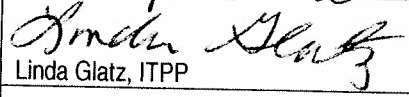
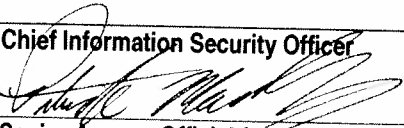
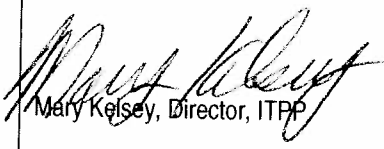
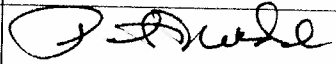
**U.S. Consumer Product Safety Commission
PRIVACY IMPACT ASSESSMENT**

Name of Project: Consumer Opinion Forum
Office/Directorate: Division of Human Factors

A. CONTACT INFORMATION

Person completing PIA: (Name, title, organization and ext.) Tim Smith, Engineering Psychologist
System Owner: (Name, title, organization and ext.) Tim Smith, Division of Human Factors, x7691
System Manager: (Name, title, organization and ext.) Albert Anders, Division of Technology Services, x6943

B. APPROVING OFFICIALS

	Signature	Approve	Disapprove	Date
System Owner		✓		3/9/07
Privacy Advocate	 Linda Glatz, ITPP	✓		3/8/07
Chief Information Security Officer	 Patrick Manley, ITTS	✓		3/8/07
Senior Agency Official for Privacy				
System of Record Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	 Mary Kelsey, Director, ITPP	✓		3/20/07
Reviewing Official:	 Patrick D. Weddle, AED, EXIT	✓		3/22/07

C. SYSTEM APPLICATION/GENERAL INFORMATION

1. Does this system contain any personal information about individuals?
 (If there is NO information collected, maintained, or used that is identifiable to the individual, the remainder of PIA does not have to be completed.)
 Yes.

D. DATA IN THE SYSTEM	
1. What categories of individuals are covered in the system? (public, employees, contractors)	General public.
2. Generally describe what data/information will be collected in the system.	<p>The system consists of two distinct, but related, information-collection activities: a Consumer Opinion Forum and the Respondent Registration process. The Consumer Opinion Forum is an internet-based survey or poll that would be available for voluntary participation by interested consumers 18 years of age and older through the CPSC website. The Consumer Opinion Forum would periodically post a set of questions, scenarios, or similar information (collectively referred to as "questions" from this point on) to solicit opinions and perceptions from respondents. These opinions and perceptions may include typical use patterns for a product, interpretations of warning or instruction language, or possible improvements to recall communications.</p> <p>The Respondent Registration process is the method by which consumers can choose to participate in the Consumer Opinion Forum. Only those consumers who visit the CPSC website and voluntarily register for the Consumer Opinion Forum will be permitted to participate in the Forum. To register, volunteers will be required to fill out an online registration form that asks for the respondent's e-mail address, a personal password (to gain access to the Consumer Opinion Forum), the respondent's gender/sex, the respondent's date of birth, the zip code of the respondent's primary residence, the respondent's number of children, and the gender/sex and date of birth of each child.</p>
3. Is the source of the information from the individual or is it taken from another source? If not directly from individual, then what other source?	The information is obtained directly from the individual respondents.
4. How will data be checked for completeness?	All data elements sought from the individual respondents during the Respondent Registration process (e.g., e-mail address, gender/sex) must be entered by the respondent to complete the registration process and participate in the Consumer Opinion Forum. The system will automatically check to make sure a response is provided in each required field or data element. If one or more is lacking, the respondent will fail to register. Among those who have registered, participation in the Consumer Opinion Forum is voluntary; thus, respondents who are invited to respond to questions posted in the Forum may choose to respond to all, some or none of the questions posed within the Forum.
5. Is the data current? (What steps or procedures are taken to ensure the data is current and not out-of-date?)	By logging into the Consumer Opinion Forum, respondents may update the information previously provided through the Respondent Registration process. All data obtained in the Consumer Opinion Forum itself are intended to represent the opinions and perceptions of consumers at the time of the response.
6. Are the data elements described in detail and documented? (If yes, what is the name and location of the document?)	During the Respondent Registration process, all data fields to be entered are indicated by self-evident headings or field names such as "e-mail address," and "date of birth." Information sought within the Consumer Opinion Forum will be responses to questions that will be cleared within the CPSC for public dissemination and submitted to OMB with a quick-turn-around (10-day) approval request. Questions may be changed for clarity during this review process.
E. ATTRIBUTES OF THE DATA	
1. Explain how the use of the data is both relevant and necessary to the purpose for which the system is being designed?	The e-mail addresses that are collected during the Respondent Registration process will permit the CPSC staff to notify potential respondents that new questions have been posted in the Consumer Opinion Forum and to invite these individuals to respond to these questions. Without notifications of this kind, potential respondents would be required to check the CPSC website periodically to determine whether new questions have been posted. This alternative would very likely increase the

	<p>respondents' total burden and reduce participation rates. The additional information collected during the Respondent Registration process would provide the staff with demographic data to associate with the forum responses without having to ask for this information every time a respondent chooses to participate in the Forum—further reducing the total burden on potential respondents—and will allow the staff to send invitations to respond to those people who are more likely to provide relevant feedback. For example, the staff may be interested in seeking responses from only females, people over a certain age, or parents.</p> <p>Precisely how the data collected through the Consumer Opinion Forum would be used depends on the information needed at the time. The Forum might include questions about the respondent's use patterns with various products (e.g., how often they use a particular feature) or how respondents' interpret an instruction, warning, or recall communication. These data are directly relevant to the stated purpose of the system.</p>
<p>2. If the data is being consolidated, what controls are in place to protect the data from unauthorized access or use? Explain.</p>	<p>The system consolidates the information provided by the respondents for the express purpose of providing computerized reports. No privacy information is consolidated in this system or reports from the system, only general statistical information pertaining to product use.</p>
<p>3. How will the data be retrieved? Can it be retrieved by a personal identifier? If yes, explain and list the identifiers that will be used to retrieve information on the individual.</p>	<p>The system is not designed to use a personal identifier to retrieve the data. Information collected through the Consumer Opinion Forum will initially be associated with the individual respondent's e-mail address. However, once data collection is complete for a specific set of questions, this data will be forwarded to the CPSC Division of Human Factors. At this point, the Human Factors staff will match the respondents' demographic information (from Respondent Registration database) to the responses using the e-mail addresses common to both sets of data, and will then delete all e-mail addresses from the response database before permanently storing the file.</p>
<p>4. What opportunities do individuals have to decline to provide information or to consent to particular uses of the information?</p>	<p>All responses to the Consumer Opinion Forum are entirely voluntary. Those who register to participate in the Forum will occasionally receive e-mail notifications that a new set of questions has been posted and that they re invited to respond. To provide responses, the potential respondent must go to the CPSC website and log into the Consumer Opinion Forum. If the potential respondent chooses not to respond to a particular set of questions, he or she can simply ignore the notification/invitation. Additionally, the potential respondent may log into and later exit the Forum without responding to the posted questions. During the Respondent Registration process, an individual may choose not to provide the information requested. However, in so doing, the individual will not be permitted to participate in the Forum.</p>
<p>F. MAINTENANCE AND ADMINISTRATIVE CONTROLS</p>	
<p>1. What are the retention periods of data in this system?</p>	<p>The data will be retained indefinitely. If a respondent requests that he or she no longer participate in the Forum, that respondent's information will be deleted from the Respondent Registration database.</p>
<p>2. What are the procedures for disposition of the data at the end of the retention period? How long will the reports produced be kept? Where are the procedures documented?</p>	<p>Not applicable.</p>
<p>3. Will this system provide the capability to identify, locate, and monitor individuals? If yes, explain.</p>	<p>No.</p>
<p>4. What controls will be used to prevent unauthorized monitoring?</p>	<p>Not applicable.</p>
<p>5. Is this system currently identified as a CPSC system of records? If so, under which notice does the system</p>	<p>Not applicable.</p>

operate?	
6. If the system is being modified, will the Privacy Act system of records notice require amendment or revision? Explain	Not applicable.
G. ACCESS TO DATA	
1. Who will have access to the data in the system? (e.g., contractors, managers, system administrators, developers, other).	The system manager and the staff of the Division of Human Factors will have access to the data in the system. Those who register to participate in the Consumer Opinion Forum will have access to, and be able to update, their own data in the Respondent Registration database by logging into the Consumer Opinion Forum.
2. What controls are in place to prevent the misuse of data by those having access? (Please list processes and training materials.)	The only people who will have access to data other than their own personal data are the system manager and the Human Factors staff, all of which are CPSC staff members. The CPSC staff regularly undergo ethics training and must adhere to principles of ethical conduct, which specify the appropriate and inappropriate use of government information by Federal employees.
3. Who is responsible for assuring proper use of the data?	All CPSC employees using the system will be in compliance with the requirements in OMB Circulars A-123 and A-130 as well as Privacy Act guidelines set forth in CPSC directives.
4. Are contractors involved with the design and development of the system and will they be involved with the maintenance of the system? If yes, were Privacy Act contract clauses inserted in their contracts and other regulatory measures addressed?	No.
5. Do other systems share data or have access to the data in the system? If yes, explain. Who will be responsible for protecting the privacy rights of the public and employees affected by the interface?	No.
6. Will other agencies share data or have access to the data in this system? If yes, how will the data be used by the other agency?	No.