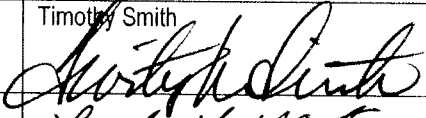
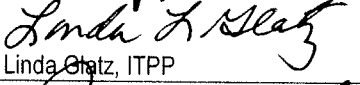

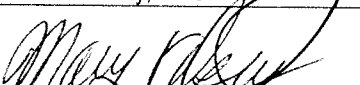
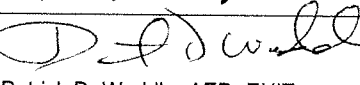


**U.S. Consumer Product Safety Commission
PRIVACY IMPACT ASSESSMENT**

Name of Project:	Consumer Opinion Forum			
Office/Directorate:	Division of Human Factors			
A. CONTACT INFORMATION				
Person completing PIA: (Name, title, organization and ext.)	Timothy Smith, Engineering Psychologist, ESHF, x7691			
System Owner: (Name, title, organization and ext.)	Timothy Smith, Engineering Psychologist, ESHF, x7691			
System Manager: (Name, title, organization and ext.)	Eric Luo, IT Specialist, TSAD, x7684			
B. APPROVING OFFICIALS	Signature	Approve	Disapprove	Date
System Owner	Timothy Smith 	✓		8/4/09
Privacy Advocate	Linda Gatz, ITPP 	✓		8-4-09
Chief Information Security Officer	Patrick Manley, ITTS 	✓		8/4/09
Senior Agency Official for Privacy	Mary Kelsey, Director, ITPP 	✓		8/4/09
System of Record? Yes <input checked="" type="checkbox"/> No				
Reviewing Official:	Patrick D. Weddle, AED, EXIT 	✓		8/5/09
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			
2. Is this an electronic system?	Yes			

D. DATA IN THE SYSTEM	
1. What categories of individuals are covered in the system? (public, employees, contractors)	Public
2. Generally describe what data/information will be collected in the system.	To participate in the Consumer Opinion Forum, a potential respondent must register by providing his or her e-mail address, personal password, sex/gender, date of birth, primary residence zip code, number of children, and the sex/gender and date of birth for each child. The Consumer Opinion Forum itself periodically posts surveys to solicit opinions and perceptions from respondents. These opinions and perceptions may include, for example, typical use patterns for a product or personal interpretations of warning or instruction language.
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?	Information is supplied directly by respondent.
4. How will data be checked for completeness?	All data must be entered by the respondent to complete the registration process and participate in the Consumer Opinion Forum. Among those who have registered, participation in the 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 registration process. All data obtained in the 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 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 collected during registration will permit the CPSC staff to notify potential respondents that a new survey has been posted in the Consumer Opinion Forum and to invite these individuals to participate. Without notifications of this kind, potential respondents would be required to check the CPSC website periodically to determine whether new questions have been posted, thereby increasing the respondents' total burden and reducing participation rates. The additional information collected during registration provide the staff with demographic data to associate with the Forum responses without having to ask for this information every time a respondent participates in a survey and allows the staff to send survey invitations to those people most likely to provide relevant feedback. 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 respondents' 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.
2. For electronic systems, if the data is being consolidated, what controls are in place to protect the data from unauthorized access or use? Explain.	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 in reports from the system, only general statistical information pertaining to product use. The system is designed to protect data fields once the respondents' data has been entered. Additionally, access levels and permission levels have been established by CPSC and authorized only to those persons who have a need to know the information contained in the system to carry out their duties. The

	system has controls in place to prevent unauthorized access to the data in the system. Security measures and controls consist of: firewalls, IP addresses, passwords, user identification, database permissions and software controls.
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.	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 the 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.
4. What opportunities do individuals have to decline to provide information or to consent to particular uses of the information?	The Consumer Opinion Forum is an internet-based survey or poll that is available for voluntary participation by interested consumers 18 years of age and older through CPSC's website. Consumers can chose not to register for the program. All responses to the Consumer Opinion Forum are entirely voluntary.
F. MAINTENANCE AND ADMINISTRATIVE CONTROLS	
1. What are the retention periods of data in this system?	The data will be retained indefinitely. If a respondent requests that he or she no longer participate in the Forum, that respondent is identified as "inactive" in the registration database. The respondent's information is retained in the system, however, to maintain the link between that respondent's prior survey responses and his or her demographic data.
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?	Not applicable
3. For electronic systems, will this system provide the capability to identify, locate, and monitor individuals? If yes, explain.	No
4. For electronic systems only, what controls will be used to prevent unauthorized monitoring?	Not applicable
5. Is this system currently identified as a CPSC system of records? If so, under which notice does the system operate?	No. Information in this system is not searched by a personal identifier and, therefore, is not considered a system of records.
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).	Division of Human Factors staff and IT staff will have access to the data in the system.
2. What controls are in place to prevent the misuse of data by those having access? (Please list processes and training materials.)	All information collection is done electronically through CPSC's Internet Information Server. Participation in the Consumer Opinion Forum is restricted to those people who register online through the CPSC website. The information collected during the Respondent Registration process is transferred into a registration database. Once registered, respondents must log into the Consumer Opinion Forum through the

training materials.)	<p>Respondent Registration process is transferred into a registration database. Once registered, respondents must log into the Consumer Opinion Forum through the CPSC website, using the respondent's e-mail address and a password, to provide the staff with survey responses. All responses are recorded online and are automatically transferred into a response database. This method of information collection was selected because it would allow the staff to securely collect information about the characteristics of the respondents without having to repeatedly collect this information each time a respondent provides a response. During the registration process, consumers are asked to provide the staff with certain personal demographic information, such as their sex/gender and their date of birth. Once a respondent has registered and later logs onto the website to provide the staff with a response, the response will be associated with the respondent's profile, allowing the staff to know the characteristics of the individual associated with that response.</p> <p>The staff has had annual privacy training on the handling of personally identifiable information, annual security awareness training, and has signed an annual information systems rules of behavior acknowledgement.</p>
3. Who is responsible for assuring proper use of the data?	The Division of Human Factors
4. Are contractors involved with the design and development of the system and will they be involved with the maintenance of the system? Are contractors involved in the collection of the data? 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?	Not applicable.
7. Will any of the personally identifiable information be accessed remotely or physically removed?	No