

**YouTube  
PRIVACY IMPACT ASSESSMENT (PIA)**



**December 21, 2017**

**Office of Public Affairs**

**Privacy Impact Assessment  
Office of Public Affairs YouTube**

**Section 1: System Overview**

**Privacy Impact Assessment**  
Office of Public Affairs YouTube

**1.1 Name of Website or Application**  
Office of Public Affairs YouTube

**1.2 Website or Application Public URL**

This PIA is for the Office of Public Affairs (OPA)'s publically-facing YouTube account: <https://www.youtube.com/user/SECViews>. Link is also present on [SEC's Social Media](#) page.

**1.3 Actual or Requested Operational Date**

Actual Date        7/9/2009  
Requested Date    6/23/2016

**1.4 Reason for completing PIA**

New third-party website or application

**Section 2: Overview and Purpose**

**2.1 Describe the third-party website or application and its purpose or function.**

The Securities and Exchange Commission (SEC) Office of Public Affairs (OPA) manages a YouTube channel (a video sharing website) to feature SEC open meetings, recruitment, and educational videos as a way to educate the general public. Users can subscribe to channels and communicate with other users on the site.

Information posted to the OPA YouTube channel consists of videos that already exist on SEC.gov. Public subscribers to the YouTube channel have an easy way to share and use SEC videos on their sites, providing outreach and promoting educational efforts.

The OPA's YouTube content is available to the public and it does not require the individual to have a registered account. The OPA has disabled the ability for registered YouTube users to comment on, post video responses, and rate SEC videos for their network of YouTube friends and others. Accordingly, the OPA does not use YouTube to collect, maintain, use, or disseminate information about individuals who visit the YouTube page. Also, in accordance with the OPA Social Media Tools policy, sensitive, nonpublic information and personally identifiable information (PII) must not be posted to the SEC's social media accounts.

The OPA YouTube Primary Account Manager has access to the general number of channel views, number of channel subscribers, and number of video views that is publicly available on the YouTube Channel homepage but it does not contain information about individuals. The OPA also does not have access to the information that YouTube collects on individuals as detailed in their Terms of Service.

The OPA Primary Account Manager is responsible for administering all social media accounts with the account provider, providing passwords and technical guidance to individual account holders and ensuring the account is regularly monitored for security issues. The OPA requires the SEC individual accounts holders to agree to abide by social media account security procedures developed in conjunction with Office of Information Technology (OIT) Security and Office of the General Counsel (OGC).

The official SEC YouTube account is documented in the federal government's [U.S. Digital Registry](#), and also linked from the [SEC's Social Media](#) webpage.

**Section 3: Data Collection, Minimization, and Retention**

**3.1 What PII is likely to become available to the SEC through the use of the third-party website or application?**

The system does not collect, maintain, use, or disseminate information about individuals.

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**3.2 What are the sources of PII?**

No PII is collected.

**3.3 Does the website or application use web measurement or customization technologies?**

Yes, but SEC does not have access to any collected information

**3.4 Can you retrieve data used, collect, or maintained data by a personal identifier?**

No.

**3.5 Do the SEC's activities trigger the Paperwork Reduction Act (PRA)?**

No.

**Section 4: Openness and Transparency**

**4.1 How do individuals receive notices to how their information will be collected, used, and/or shared?**

Not applicable. As stated, SEC does not collect, maintain, use, or disseminate information about individuals from YouTube.

**4.2 With what entities or persons inside or outside the agency will the information be shared, what information is shared and for what purpose?**

Not applicable.

**4.3 How will the SEC maintain the information, and for how long?**

Records from the SEC YouTube account falls within NARA approved records schedules. Because information is not collected, maintained, used, or disseminated about individuals, there are no records containing PII.

**Section 5: Security**

**5.1 How will information, including PII, be secured within the SEC?**

Not applicable.

**5.2 Given the amount and type of data being collected, discuss what privacy risks were identified and how they were mitigated.**

Not applicable.