

Facebook
PRIVACY IMPACT ASSESSMENT (PIA)



March 10, 2025

Office of Public Affairs

Publication History

Revision	Date	Changes Made
Initial	10/01/2012	Original Document
1	06/23/2016	Review and Update
2	12/21/2017	Review and Update
3	03/10/2025	Updated for compliance with E.O. 14168

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Section 1: System Overview

1.1 Name of Website or Application

Office of Public Affairs Facebook

1.2 Website or Application Public URL

This PIA is for the Office of Public Affairs (OPA)'s two publically-facing Facebook accounts: www.facebook.com/SECJobs and www.facebook.com/SECInvestorEducation Link is also present on [SEC's Social Media](#) page.

1.3 Actual or Requested Operational Date

Actual Date 10/1/2012

Requested Date 6/23/2016

New Update: 03/10/2025 - Updated for compliance with E.O. 14168

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) uses Facebook (a third party social networking tool) to disseminate SEC information to the general public.

The OPA manages two Facebook accounts: the Office of Human Resources (OHR), and the Office of Investor Education (OIEA) as an additional avenue for providing job seekers job posting information and investors with investor protection information. The vast majority of the SEC's content on Facebook is also available on existing SEC websites.

The Facebook pages are available to the public and individuals do not need to have a registered Facebook account to see the SEC's Facebook content. However, users who wish to actively engage with the SEC on Facebook must be registered users per Facebook's Terms of Service. Users who interact with the SEC on Facebook may like, comment on, and share SEC's news and information. Users who visit any of the SEC Facebook profiles from within SEC are informed through exit scripts that they are leaving the SEC website and are subject to third-party policies.

The SEC does not use Facebook to collect, maintain, use, or disseminate information about individuals. 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 SEC may view generic user data through collected by Facebook using an analytics tool, called Insights. The generic data includes, but is not limited to, information about the number of likes and dislikes on the page in a given time period. None of the information gleaned from Insights by the SEC contains information about individuals. Depending on a user's Facebook privacy settings, the OPA Primary Account Manager may incidentally have view-only access to information about an individual (such as name, location, email address, sex, date of birth, and biography) when viewing a Facebook user's post on the SEC page, or from viewing users' public profiles. This is information Facebook collects to manage their application but it is not collected, maintained, used or disseminated by the OPA.

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).

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All official SEC Facebook accounts are 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.
- 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 (PII) information (*any more than any other public users of Facebook*).
- 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 Facebook.
- 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 Facebook accounts fall 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