

Federal Trade Commission
Privacy Impact Assessment

Tableau Public

& RPSO APR 2019
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The Federal Trade Commission (FTC or Commission) has prepared this Privacy Impact Assessment (PIA) to analyze and explain how the FTC handles personally identifiable information (PII) about individuals that may be available to the agency through the FTC's use of Tableau Public.

The purpose of this PIA is: (i) to ensure that the FTC's handling of available PII conforms to applicable legal, regulatory, and policy requirements regarding privacy, (ii) to determine the risks and effects if the FTC were to collect, maintain or disseminate such information, and (iii) to examine and evaluate protections and alternative processes for handling such information to mitigate potential privacy risks. See section 208 of the E-Government Act of 2002 (E-GOV); Office of Management & Budget (OMB) Memoranda 03-22 (2003) & 10-23 (2010); OMB Circular A-130 (2017).

SECTION 1.0 – SPECIFIC PURPOSE OF THE FTC'S USE OF APPLICATION

1.1 – What is the specific purpose of the agency's use of the application, and how does that use fit with the agency's broader mission?

Tableau Public is a free service managed by a third party (Tableau Software) that the FTC uses to publish interactive data visualizations on the internet. O

and Records Administration (NARA). In such instances, the collection of PII in these summaries will be reduced as much as is feasible.

2.2 – What are the sources of PII?

Individual users of Tableau Public are the source of any PII available to the agency on the Tableau Public platform. If a user voluntarily chooses to set up a user account on Tableau Public, users must register with a name, email address, and password. Tableau Public does not share users' email addresses or make them publicly available.³ As mentioned in 2.1, the FTC does not have access to any user information that the individual provides to Tableau Public unless that information is publicly available on that user's profile.

2.3 – Do the FTC's activities trigger the Paperwork Reduction Act (PRA) and, if so, how will the agency

SECTION 4.0 SHARING OR DISCLOSING OF PII

Section 4.1 – With what entities or persons inside or outside the agency will the PII be shared, and for what purposes will the PII be

