

EZ PIA

This form should only be used for systems that do not qualify as a major information system. It is designed for small projects, databases, Web 2.0 applications, etc. For questions about the form you should contact NGC.

I. System identification

- a. **System name:** Eventbrite
- b. **System owner:** Andrew Wilson
- c. **Office system is located in:** Office of Innovation, Web and Social Media Branch
- d. **PIA author name:** Kristen Albrittain **Phone:** 301.837.3009
- e. **Date of PIA:** 09/28/2015
- f. **One paragraph description of the system:**

The Eventbrite platform allows users to organize and promote events and enables easy public discovery and attendee registration. While the Eventbrite platform provides tools for facilitating both free and paid events, NARA will not organize paid events through this service.

II. Privacy Assessment

- a. **What information is being (or will be collected)? For databases, list fields**
NARA does not collect, maintain, or disseminate PII from individuals who interact with NARA through our Eventbrite accounts. Eventbrite collects information voluntarily provided by users who create accounts or register for events. Data collected by Eventbrite may include name, address, email address and other personally identifiable information. While Eventbrite offers paid ticketed events which require additional data collection, NARA accounts are not permitted to use said services.

Eventbrite also collects information considered non-personal, such as Internet Protocol (IP) addresses, Internet browser type, other characteristics of users' device and software, domain names of users' Internet Service Provider, approximate geographic location, a record of users' usage of the Services, the time of usage and aggregated Personal Data that cannot be used to specifically identify an individual.

- b. **Why is the information being collected?**

Any PII that is collected is done so through the management of federal records. NARA does not collect PII beyond that identifying information which is shared by a user and is necessary to identify and contact them to relay event information.

- c. **How do you intend to use this information?**

Information gathered through the management of federal records is used to document the development of federal policies and managed with a federal records schedule.

The information will not be used by the Agency. The service provider uses this information in operation of the service, to maintain and improve quality and functionality of the service, to provide general statistics regarding use of the Eventbrite platform, to enforce the Eventbrite TOS, to provide customer service, and for marketing purposes.

d. With whom will the information be shared?

The system administrators and event organizers will have access to the limited profile information voluntarily submitted by each participant, as this information may be necessary for logistical and security-related identification of event participants. Contact and identification information will be discarded as soon as it is no longer needed for the organization of the specific event.

e. How is the information stored? Electronically and in paper form.

i. What records schedule applies? The records are unscheduled.

ii. For how long will the information be kept? Unscheduled records are retained as permanent until they are scheduled.

f. What notice or opportunities for consent is provided to individuals when their information is collected?

All information collected through the capture of NARA's Eventbrite event registrations is information voluntarily shared by individuals with NARA.

A disclaimer in the Privacy Policy will ensure that participants are notified that e-mail addresses and other account information resides on Eventbrite's servers rather than NARA's.

i. If there is a privacy policy in place, please provide the text of it and describe how it is made available to users.

The following privacy policy is made available on NARA's website at <http://www.archives.gov/social-media/policies/>:

This site is not hosted by the National Archives and Records Administration and thus the privacy policies of NARA do NOT apply. The privacy policy for this web site may be found at <https://www.eventbrite.com/privacypolicy/>. NARA retains records of the

content on the NARA portion of this site, as is provided for in our records retention schedules and mandated by the Federal Records Act. These records include user comments and any personally identifiable information a commenter shares with NARA. Because these records are collected from a public web site, it may be disclosed to others and used by NARA in the conduct of agency business. Please do not share information such as social security numbers, birth dates, or other private information that you do not want to make available to others. NARA disclaims any liability for any loss or damage resulting from any comments posted on this page. This forum may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.

Information about NARA activities and other methods to communicate with NARA are also available on NARA's official web page at <http://www.archives.gov/>, along with archival photos, videos and other documents. The privacy policy for <http://www.archives.gov/> may be found there.

ii. Is this system a Privacy Act system of records? No.

If yes, then what SORN is the system covered by?

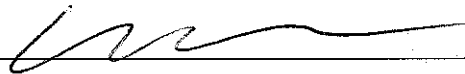
N/A.

g. How is the information secured?

All PII is secured in accordance with NARA's internal directive on PII. In particular, sensitive PII removed from a community page in accordance with the comment and posting policy is stored electronically in a password protected file. This information is not kept by the office which manages the project.

III. Approval of PIA

a. System owner



Name: Andrew Wilson, Digital Engagement Division Director

Date: 10/2/2015

b. Senior agency Official for Privacy



Name: Gary M. Stern, General Counsel

Date:

c. Chief Innovation Officer



10/5/15

Name: Pamela Wright, CINO

Date