



Privacy Impact Assessment for the VA IT System called:

**Salesforce: Dayton VA Medical Center
Customer Relationship Management
Dayton VA Medical Center
Veterans Health Administration**

Date PIA submitted for review:

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System Contacts:

System Contacts

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Abstract

The abstract provides the simplest explanation for “what does the system do?” and will be published online to accompany the PIA link.

Salesforce Dayton VA Medical Center Customer Relationship Management tool will enable direct outreach of the unenrolled Veterans across available campaigns such as the Veteran Health Administration, Veteran Benefit Administration, Veteran Service Organization. This tool being utilized at the Dayton VA Medical Center outreach department will be a tracking metric ultimately capturing the unenrolled Veterans.

Overview

The overview is the most important section of the PIA. A thorough and clear overview gives the reader the appropriate context to understand the responses in the PIA. The overview should contain the following elements:

- *The IT system name and the name of the program office that owns the IT system.*
- *The business purpose of the program, IT system, or technology and how it relates to the program office and agency mission.*
- *Indicate the ownership or control of the IT system or project.*
- *The expected number of individuals whose information is stored in the system and a brief description of the typical client or affected individual.*
- *A general description of the information in the IT system and the purpose for collecting this information.*
- *Any information sharing conducted by the IT system. A general description of the modules and subsystems, where relevant, and their functions.*
- *Whether the system is operated in more than one site, and if so, a description of how use of the system and PII is maintained consistently in all sites and if the same controls are used across sites.*
- *A citation of the legal authority to operate the IT system.*
- *Whether the completion of this PIA will result in circumstances that require changes to business processes*
- *Whether the completion of this PIA could potentially result in technology changes*
- *If the system is in the process of being modified and a SORN exists, will the SORN require amendment or revision and approval? If the system is using cloud technology, does the SORN for the system cover cloud usage or storage?*

Salesforce: Dayton VA Medical Center Customer Relationship Management is owned by Dayton VA Medical Center. The Salesforce platform is owned by Office of Information Technology (OIT) as it is a Software as a Service (SaaS) system.

The Salesforce: Dayton VA Medical Center Customer Relationship Module (Dayton VAMC CRM) will be used to gather Veteran Contact Data from various sources such as Veteran Health

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Administration (VHA), Veteran Benefits Administration (VBA), local military fraternal organization, Veteran Service Organizations (VSOs), Department of Motor Vehicle (DMV) etc.

Salesforce: Dayton VAMC CRM will be used by VA Employees Outreach Team at the Dayton Medical Center. This tool will be utilized to consolidate, remove duplicity, and differentiate the enrolled Veterans to the unenrolled Veterans from the various sources. Ultimately, the tool will aid in the outreach of the unenrolled Veterans on various available campaigns resulting in increased enrollment and revenue for the VHA.

The tool will be utilized by 5-15 VA employees at the VA Medical Center outreach department to store information of the unenrolled Veterans and aid in marketing campaigns and tracking the success of those campaigns.

Although Dayton VAMC CRM data is stored in the Salesforce FedRAMP cloud, it remains the property of the VA and as such, the VA remains responsible for the security and privacy of this data. The VA enforces these protection requirements through the implementation of its cybersecurity policies and the Risk Management Framework (RMF) process. Under the RMF Process, the system has a Data Security Categorization of Moderate, with the impacts of a data compromise being identified in the Dayton VAMC CRM Data Security Categorization (DSC) memo. The Privacy Act is the legal authority to utilize this information.

Dayton VAMC CRM will not

- Cause any business processes to change,
- Cause any technology changes, nor
- Affect the relevant SORN applicable for the system is Enrollment and Eligibility Records–VA. System Number: [147VA10](#). The SORN covers all Personally Identifiable Information (PII) used in Dayton VAMC CRM.

Section 1. Characterization of the Information

The following questions are intended to define the scope of the information requested and collected as well as the reasons for its collection as part of the program, IT system, or technology being developed.

1.1 What information is collected, used, disseminated, created, or maintained in the system?

Identify and list all Sensitive Personal Information (SPI) that is collected and stored in the system, including Individually Identifiable Information (III), Individually Identifiable Health Information (IIHI), Protected Health Information (PHI), and Privacy- Protected Information. For additional information on these information types and definitions, please see VA Directives and Handbooks in the 6500 series (<https://vaww.va.gov/vapubs/>). If the system creates information (for example, a score, analysis, or report), list the information the system is responsible for creating.

If a requesting system receives information from another system, such as a response to a background check, describe what information is returned to the requesting system.

This question is related to privacy control AP-1, Authority To Collect, and AP-2, Purpose Specification.

The information selected below must match the information provided in question 2.1 as well as the data elements columns in 4.1 and 5.1.

Please check any information listed below that your system collects, uses, disseminates, creates, or maintains. If additional SPI is collected, used, disseminated, created, or maintained, please list those in the text box below:

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Name | <input checked="" type="checkbox"/> Health Insurance Beneficiary Numbers | <input type="checkbox"/> Integration Control Number (ICN) |
| <input checked="" type="checkbox"/> Social Security Number | Account numbers | <input checked="" type="checkbox"/> Military History/Service Connection |
| <input checked="" type="checkbox"/> Date of Birth | <input type="checkbox"/> Certificate/License numbers | <input checked="" type="checkbox"/> Next of Kin |
| <input checked="" type="checkbox"/> Mother's Maiden Name | <input type="checkbox"/> Vehicle License Plate Number | <input checked="" type="checkbox"/> Other Unique Identifying Information (list below) |
| <input checked="" type="checkbox"/> Personal Mailing Address | <input type="checkbox"/> Internet Protocol (IP) Address Numbers | |
| <input checked="" type="checkbox"/> Personal Phone Number(s) | <input type="checkbox"/> Current Medications | |
| <input type="checkbox"/> Personal Fax Number | <input type="checkbox"/> Previous Medical Records | |
| <input checked="" type="checkbox"/> Personal Email Address | <input checked="" type="checkbox"/> Race/Ethnicity | |
| <input type="checkbox"/> Emergency Contact Information (Name, Phone Number, etc. of a different individual) | <input type="checkbox"/> Tax Identification Number | |
| <input type="checkbox"/> Financial Account Information | <input type="checkbox"/> Medical Record Number | |
| | <input checked="" type="checkbox"/> Gender | |

VA Claim Number, Place of Birth, Marital Status, type of benefits applying for (choose from multiple – enrollment/ health services, dental), dependent information – spouse and child, employment information – status, date of retirement, company name, company address and company phone number, previous calendar year gross annual income of veteran and dependents, previous calendar year deductible expenses.

PII Mapping of Components

Salesforce: Dayton VA Medical Center Customer Relationship Module (Dayton VAMC CRM) consists of 0 key components (databases). Each component has been analyzed to determine if any elements of that component collect PII. The type of PII collected by Dayton VAMC CRM and the reasons for the collection of the PII are in the table below.

PII Mapped to Components

PII Mapped to Components

Database Name of the information system collecting/storing PII	Does this system collect PII? (Yes/No)	Does this system store	Type of PII (SSN,	Reason for Collection/ Storage of PII	Safeguards
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		PII? (Yes/No)	DOB, etc.)		
N/A					

1.2 What are the sources of the information in the system?

List the individual, entity, or entities providing the specific information identified above. For example, is the information collected directly from the individual as part of an application for a benefit, or is it collected from other sources such as commercial data aggregators?

Describe why information from sources other than the individual is required. For example, if a program’s system is using data from a commercial aggregator of information or data taken from public Web sites, state the fact that this is where the information is coming from and then in question 1.3 indicate why the system is using this source of data.

If the system creates information (for example, a score, analysis, or report), list the system as a source of information.

This question is related to privacy controls DI-1, Data Quality, and IP-1, Consent.

VA Employees at the outreach team at Dayton VAMC using the tool will be entering the data of the Veteran from various sources such as Veteran Health Administration (VHA), Veteran Benefits Administration (VBA), local military fraternal organization, Veteran Service Organizations (VSOs), Department of Motor Vehicle (DMV) etc.

1.3 How is the information collected?

This question is directed at the means of collection from the sources listed in question 1.2. Information may be collected directly from an individual, received via electronic transmission from another system, or created by the system itself. Specifically, is information collected through technologies or other technology used in the storage or transmission of information in identifiable form?

If the information is collected on a form and is subject to the Paperwork Reduction Act, give the form’s OMB control number and the agency form number.

This question is related to privacy controls DI-1, Data Quality, and IP-1, Consent.

Veteran information is collected from various sources such as Veteran Health Administration (VHA), Veteran Benefits Administration (VBA), local military fraternal organization, Veteran Service Organizations (VSOs), Department of Motor Vehicle (DMV) etc.

1.4 How will the information be checked for accuracy? How often will it be checked?

Discuss whether and how often information stored in the system is checked for accuracy. Is information in the system checked against any other source of information (within or outside your organization) before the information is used to make decisions about an individual? For example, is there a computer matching agreement in place with another government agency? For systems that receive data from internal data sources or VA IT systems, describe the system checks to ensure that data corruption has not occurred during transmission.

If the system checks for accuracy by accessing a commercial aggregator of information, describe this process and the levels of accuracy required by the contract.

This question is related to privacy controls DI-1, Data Quality, and DI-2, Data Integrity and Integrity Board.

Veteran information is received and updated on the Dayton VAMC CRM tool monthly. Alternately, the information is updated on a need-basis from various sources mentioned in section 1.2.

1.5 What specific legal authorities, arrangements, and agreements defined the collection of information?

List the full legal authority for operating the system, specifically the authority to collect the information listed in question 1.1. Provide the authorities in a manner understandable to any potential reader, i.e., do not simply provide a legal citation; use statute names or regulations in addition to citations. Legal authorities include Federal laws, regulations, statutes, and Executive Orders.

This question is related to privacy control AP-1, Authority to Collect

The Privacy Act of 1974, as amended, 5 U.S.C. § 552a, establishes a code of fair information practices that governs the collection, maintenance, use, and dissemination of information about individuals that is maintained in systems of records by federal agencies. The authority of maintenance of the system listed in question 1.1 falls under Title 28, United States Code, title 38, U.S.C., sections 501(a), 1705, 1710, 1722, and 5317.

1.6 PRIVACY IMPACT ASSESSMENT: Characterization of the information

Consider the specific data elements collected and discuss the potential privacy risks and what steps, if any are currently being taken to mitigate those identified risks.

Consider the following Fair Information Practice Principles (FIPPs) when assessing the risk to individual privacy:

Principle of Purpose Specification: Explain how the collection ties with the purpose of the underlying mission of the organization and its enabling authority.

Principle of Minimization: Is the information directly relevant and necessary to accomplish the specific purposes of the program?

Principle of Individual Participation: Does the program, to the extent possible and practical, collect information directly from the individual?

Principle of Data Quality and Integrity: Are there policies and procedures for VA to ensure that personally identifiable information is accurate, complete, and current?

This question is related to privacy control AR-1, Governance and Privacy Program, and AR-2, Privacy Impact and Risk Assessment.

Follow the format below when entering your risk assessment:

Privacy Risk: The information of the veteran and dependents such as name, contact number, email address, SSN, physical address, employment status, financial standing is at the risk of exposure. Dayton VAMC CRM tool tracks the unenrolled veterans and aid in the achieving the available campaigns through the outreach program.

Mitigation: The information is only available for the VA employees working in the outreach department using the tool. The supervisor/ manager at the Dayton VAMC CRM will be able to approve the employees accessing the tool.

Section 2. Uses of the Information

The following questions are intended to clearly delineate the use of information and the accuracy of the data being used.

2.1 Describe how the information in the system will be used in support of the program's business purpose.

Identify and list each use (both internal and external to VA) of the information collected or maintained.

This question is related to privacy control AP-2, Purpose Specification.

Dayton VAMC CRM collects information of Veterans listed below:

- First, Middle and Last Name: Used as an identifier
- Telephone Number: used as an identifier and to contact the unenrolled veteran
- Email: used as an alternative for contacting the unenrolled veteran
- Preferred Name: preference on reference
- Mother's Maiden Name: used as an additional identifier

- Demographic information (Sex, gender, race, religion): to identify the qualifying campaigns available.
- Social Security Number (SSN): used as identifier of the veteran
- VA Claim Number: used as an alternate identifier for the qualifying campaigns.
- Date of Birth (DOB): used as an identifier of the veteran.
- Place of Birth: used as an additional identifier
- Permanent & Residential Address: alternate identifier for specific campaign
- Telephone number (optional): used to contact the veteran
- Email ID (optional): alternate option to contact the veteran
- Marital Status: used to determine the eligible campaigns for the dependents applicable.
- Next of Kin – Name, Relationship, Address, Telephone number: alternate option used to contact the veteran in case of emergency/ demise.
- Type of Benefits applying for (choose from multiple – enrollment/ health services, dental): used to identify the eligible campaigns.
- Military Service Information History: used to identify the eligible campaigns.
- Current Insurance Information (Name of Policy Holder, Policy Number, Group Code, eligibility for Medicaid, enrollment in Medicare Hospital Insurance): used to leverage the option of available campaigns
- Dependent Information – Spouse (First Name, Last Name, Middle Name, DOB, Place of Birth, Gender, Date of Marriage, Address and Telephone number): used to identify the eligible campaigns.
- Dependent Information – Child (First Name, Last Name, Middle Name, DOB, SSN, Date child became a dependent, relationship, disability status, enrollment in school, total expenses paid for college, tuition, books, materials): used to identify the eligible campaigns
- Employment Information – Current employment status, date of retirement, company name, company address and company phone number: used to identify the available campaigns.
- Previous Calendar Year Gross Annual Income of Veteran, Spouse and Dependent Children – income from employment, property, business, others (Social Security, compensation, pension interest, dividends, excluding welfare): used to identify the available campaigns
- Previous Calendar Year Deductible Expenses – Total non-reimbursed medical expense paid by you or spouse, Expenses for Funeral and Burial, amount paid for college or vocational educational expenses (tuition, books, fees, materials): used to identify the eligible campaigns.

2.2 What types of tools are used to analyze data and what type of data may be produced?

Many systems sift through large amounts of information in response to a user inquiry or programmed functions. Systems may help identify areas that were previously not obvious and need additional research by agents, analysts, or other employees. Some systems perform complex analytical tasks resulting in, among other types of data, matching, relational analysis, scoring, reporting, or pattern analysis. Describe any type of analysis the system conducts and the data that is created from the analysis.

If the system creates or makes available new or previously unutilized information about an individual, explain what will be done with the newly derived information. Will it be placed in the

individual's existing record? Will a new record be created? Will any action be taken against or for the individual identified because of the newly derived data? If a new record is created, will the newly created information be accessible to Government employees who make determinations about the individual? If so, explain fully under which circumstances and by whom that information will be used.

This question is related to privacy controls DI-1, Data Quality, DI-2, Data Integrity and Integrity Board, and SE-1, Inventory of Personally Identifiable Information

The Veteran information is consolidated from various sources VHA, VBA, VSO and DMV into the Salesforce Dayton VAMC CRM tool. A record is created for each unenrolled Veteran. VA employees at the outreach team then utilize this record to market the available campaigns. The tool will then aid to track the veteran choices, and provide a holistic efficacy of the outreach program.

2.3 How is the information in the system secured?

2.3a What measures are in place to protect data in transit and at rest?

2.3b If the system is collecting, processing, or retaining Social Security Numbers, are there additional protections in place to protect SSNs?

2.3c How is PII/PHI safeguarded in accordance with OMB Memorandum M-06-15?

This question is related to security and privacy controls SC-9, Transmission Confidentiality, and SC-28, Protection of Information at Rest

Dayton VAMC CRM system (Salesforce) is an encrypted secure system. Data in transit are protected by HTTPS site-to-site encryption. PII data are encrypted at rest with Salesforce Shield encryption. SSN is PII data, encrypted at rest with Salesforce Shield encryption.

2.4 PRIVACY IMPACT ASSESSMENT: Use of the information. How is access to the PII determined? Are criteria, procedures, controls, and responsibilities regarding access documented? Does access require manager approval? Is access to the PII being monitored, tracked, or recorded? Who is responsible for assuring safeguards for the PII?

Describe any types of controls that may be in place to ensure that information is handled in accordance with the uses described above. Example: Describe if training for users of the project covers how to appropriately use information. Describe the disciplinary programs or system controls (i.e. denial of access) that are in place if an individual is inappropriately using the information.

Consider the following FIPPs below to assist in providing a response:

Principle of Transparency: Is the PIA and SORN, if applicable, clear about the uses of the information?

Principle of Use Limitation: Is the use of information contained in the system relevant to the mission of the project?

This question is related to privacy control AR-4, Privacy Monitoring and Auditing, AR-5, Privacy Awareness and Training, and SE-2, Privacy Incident response.

VA employees at the outreach department using the tool will be accessing the Salesforce tool through Government Furnished Equipment (GFE) and PIV Single Sign On (SSO). Managerial/ supervisor approval grants access to only specific VA employees to access the Dayton VAMC CRM tool.

Section 3. Retention of Information

The following questions are intended to outline how long information will be retained after the initial collection.

3.1 What information is retained?

Identify and list all information collected from question 1.1 that is retained by the system.

This question is related to privacy controls DM-1, Minimization of Personally Identifiable Information, and DM-2, Data Retention and Disposal

Dayton VAMC CRM salesforce tool retains information of Veterans such as:

- *Veteran Name (Last, First, Middle name)*
- *Preferred Name*
- *Mother's Maiden Name*
- *Demographic Information (Sex, Gender, Race, Religion)*
- *Social Security Number (SSN)*
- *VA Claim Number*
- *Date of Birth (DOB)*
- *Place of Birth*
- *Permanent & Residential Address*
- *Telephone number (optional)*
- *Email ID (optional)*
- *Marital Status*
- *Next of Kin – Name, Relationship, Address, Telephone number.*
- *Type of Benefits applying for (choose from multiple – enrollment/ health services, dental)*
- *Military Service Information History*
- *Current Insurance Information (Name of Policy Holder, Policy Number, Group Code, eligibility for Medicaid, enrollment in Medicare Hospital Insurance)*
- *Dependent Information – Spouse (First Name, Last Name, Middle Name, DOB, Place of Birth, Gender, Date of Marriage, Address and Telephone number)*
- *Dependent Information – Child (First Name, Last Name, Middle Name, DOB, SSN, Date child became a dependent, relationship, disability status, enrollment in school, total expenses paid for college, tuition, books, materials)*

- *Employment Information – Current employment status, date of retirement, company name, company address and company phone number.*
- *Previous Calendar Year Gross Annual Income of Veteran, Spouse and Dependent Children – income from employment, property, business, others (Social Security, compensation, pension interest, dividends, excluding welfare)*
- *Previous Calendar Year Deductible Expenses – Total non-reimbursed medical expense paid by you or spouse, Expenses for Funeral and Burial, amount paid for College or vocational educational expenses (tuition, books, fees, materials)*

3.2 How long is information retained?

In some cases, VA may choose to retain files in active status and archive them after a certain period of time. State active file retention periods, as well as archived records, in number of years, for the information and record types. For example, financial data held within your system may have a different retention period than medical records or education records held within your system, please be sure to list each of these retention periods. If the system is using cloud technology, will it be following the NARA approved retention length and schedule?

The VA records officer should be consulted early in the development process to ensure that appropriate retention and destruction schedules are implemented. This question is related to privacy control DM-2, Data Retention and Disposal.

Retention of Records is expected to be 75 years. The information is retained following the policies and schedules of VA's Records management Service and NARA in "Department of Veterans Affairs Records Control Schedule 10-1". Record Control Schedule 10-1 can be found at the following link: <https://www.va.gov/vhapublications/RCS10/rcs10-1.pdf>

3.3 Has the retention schedule been approved by the VA records office and the National Archives and Records Administration (NARA)? If so please indicate the name of the records retention schedule.

An approved records schedule must be obtained for any IT system that allows the retrieval of a record via a personal identifier. The VA records officer will assist in providing a proposed schedule. The schedule must be formally offered to NARA for official approval. Once NARA approves the proposed schedule, the VA records officer will notify the system owner. This question is related to privacy control DM-2, Data Retention and Disposal.

The retention schedule for the Salesforce Development Platform/ Salesforce Government Cloud Plus (SFGCP) also applies to Dayton VAMC CRM module.

SFGCP complies with all VA retention and disposal procedures specified in VA Handbook 6300 and VA Directive 6500. Records contained in the Salesforce FedRAMP cloud will be retained as long as the information is needed in accordance with a NARA-approved retention period. VA manages Federal records in accordance with NARA statues including the Federal Records Act (44 U.S.C. Chapters 21, 29, 31, 33) and NARA regulations (36 CFR Chapter XII Subchapter B). SFGCP records are retained according to Record Control Schedule 10-1 Section 4. (Disposition of Records)

SFGCP completes a 90-day retention cycle of all data including deletion. Active Data stays on disk until the data is deleted or changed. Customer-deleted data is temporarily available (15 days) from the Recycle Bin. Backups are rotated every 90 days, therefore changed or deleted data older than 90 days is unrecoverable. VA can export the data stored on the SFGCP and retain it locally in order to meet VA/NARA retention requirements.

All data upon completion or termination of a contract will be turned over to VA and disposed of as soon as notice of the termination or completion is given.

3.4 What are the procedures for the elimination of SPI?

Explain how records are destroyed or eliminated at the end of the retention period. Please give the details of the process. For example, are paper records shredded on site, or by a shredding company and accompanied by a certificate of destruction, etc?

This question is related to privacy control DM-2, Data Retention and Disposal

Paper retention policy specific to department/ tool.

Dayton VAMC CRM tool adheres to the VA RC Schedule 10-1. All electronic storage media used to store, process, or access records will be disposed of in adherence with the VA Directive 6500 (https://www.va.gov/vapubs/search_action.cfm?dType=1).

3.5 Does the system, where feasible, use techniques to minimize the risk to privacy by using PII for research, testing, or training?

Organizations often use PII for testing new applications or information systems prior to deployment. Organizations also use PII for research purposes and for training. These uses of PII increase the risks associated with the unauthorized disclosure or misuse of the information. Please explain what controls have been implemented to protect PII used for testing, training and research. Have policies and procedures been developed to minimize the use of PII for testing, training, and research?

This question is related to privacy control DM-3, Minimization of PII Used in Testing, Training and Research

Dayton VAMC CRM does not use PII information of the veterans for research, testing or training.

3.6 PRIVACY IMPACT ASSESSMENT: Retention of information

Discuss the risks associated with the length of time data is retained and what steps, if any, are currently being taken to mitigate those identified risks.

While we understand that establishing retention periods for records is a formal process, there are policy considerations behind how long a project keeps information. The longer a project retains information, the longer it needs to secure the information and assure its accuracy and integrity. The proposed schedule should match the requirements of the Privacy Act to keep the minimum amount of PII for the minimum amount of time, while meeting the Federal Records Act. The schedule should align with the stated purpose and mission of the system.

Consider the following FIPPs below to assist in providing a response:

Principle of Minimization: Does the project retain only the information necessary for its purpose? Is the PII retained only for as long as necessary and relevant to fulfill the specified purposes?

Principle of Data Quality and Integrity: Has the PIA described policies and procedures for how PII that is no longer relevant and necessary is purged?

This question is related to privacy controls DM-1, Minimization of Personally Identifiable Information, and DM-2, Data Retention and Disposal.

Follow the format below:

Privacy Risk: The retention risk pertains to the PII information of the individual being at risk of exposure. There is an underlying risk that unauthorized personnel will attempt to access the data without permission.

Mitigation: To mitigate the risk posed by information retention, Dayton VAMC CRM tool adheres to the VA RC Schedule 10-1. All electronic storage media used to store, process, or access records will be disposed of in adherence with the VA Directive 6500.

Section 4. Internal Sharing/Receiving/Transmitting and Disclosure

The following questions are intended to define the scope of information sharing/receiving/transmitting within VA.

4.1 With which internal organizations is information shared/received/transmitted? What information is shared/received/transmitted, and for what purpose? How is the information transmitted?

NOTE: Question 3.9 (second table) on Privacy Threshold Analysis should be used to answer this question.

Identify and list the names of any program offices, contractor-supported IT systems, and any other organization or IT system within VA with which information is shared.

State the purpose for the internal sharing. If you have specific authority to share the information, provide a citation to the authority.

For each interface with a system outside your program office, state what specific data elements (PII/PHI) are shared with the specific program office, contractor-supported IT system, and any other organization or IT system within VA.

Describe how the information is transmitted. For example, is the information transmitted electronically, by paper, or by some other means? Is the information shared in bulk, on a case-by-case basis, or does the sharing partner have direct access to the information?

This question is related to privacy controls AP-2, Purpose Specification, AR-3, Privacy Requirements for Contractors and Service Providers, AR-8, Accounting of Disclosures, TR-1, Privacy Notice, and UL-1, Internal Use.

Data Shared with Internal Organizations

<i>List the Program Office or IT System information is shared/received with</i>	<i>List the purpose of the information being shared /received with the specified program office or IT system</i>	<i>List the specific PII/PHI data elements that are processed (shared/received/transmitted) with the Program Office or IT system</i>	<i>Describe the method of transmittal</i>
N/A			

4.2 PRIVACY IMPACT ASSESSMENT: Internal sharing and disclosure

Discuss the privacy risks associated with the sharing of information within the Department and what steps, if any, are currently being taken to mitigate those identified risks.

This question is related to privacy control UL-1, Internal Use.

Follow the format below:

Privacy Risk: N/A

Mitigation: N/A

Section 5. External Sharing/Receiving and Disclosure

The following questions are intended to define the content, scope, and authority for information sharing external to VA, which includes Federal, State, and local governments, and the private sector.

5.1 With which external organizations (outside VA) is information shared/received? What information is shared/received, and for what purpose? How is the information transmitted and what measures are taken to ensure it is secure?

Is the sharing of information outside the agency compatible with the original collection? If so, is it covered by an appropriate routine use in a SORN? If not, please describe under what legal mechanism the IT system is allowed to share the information in identifiable form or personally identifiable information outside of VA.

NOTE: Question 3.10 on Privacy Threshold Analysis should be used to answer this question.

Identify and list the names of any Federal, State, or local government agency or private sector organization with which information is shared.

For each interface with a system outside VA, state what specific data elements (PII/PHI) are shared with each specific partner.

What legal mechanisms, authoritative agreements, documentation, or policies are in place detailing the extent of the sharing and the duties of each party? For example, is the sharing of data compatible with your SORN? Then list the SORN and the applicable routine use from the SORN. Is there a Memorandum of Understanding (MOU), Computer Matching Agreement (CMA), or law that mandates the sharing of this information?

Describe how the information is transmitted to entities external to VA and what security measures have been taken to protect it during transmission.

This question is related to privacy control UL-2, Information Sharing with Third Parties

Data Shared with External Organizations

<i>List External Program Office or IT System information is shared/received with</i>	<i>List the purpose of information being shared / received / transmitted with the specified program office or IT system</i>	<i>List the specific PII/PHI data elements that are processed (shared/received/transmitted)with the Program or IT system</i>	<i>List the legal authority, binding agreement, SORN routine use, etc. that permit external sharing (can be more than one)</i>	<i>List the method of transmission and the measures in place to secure data</i>
N/A				

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5.2 PRIVACY IMPACT ASSESSMENT: External sharing and disclosure

Discuss the privacy risks associated with the sharing of information outside the Department and what steps, if any, are currently being taken to mitigate those identified risks.

Discuss whether access controls have been implemented and whether audit logs are regularly reviewed to ensure appropriate sharing outside of the Department. For example, is there a Memorandum Of Understanding (MOU), contract, or agreement in place with outside agencies or foreign governments.

Discuss how the sharing of information outside of the Department is compatible with the stated purpose and use of the original collection.

This question is related to privacy control AR-2, Privacy Impact and Risk Assessment, AR-3, Privacy Requirements for Contractors and Service Providers, and AR-4, Privacy Monitoring and Auditing

Follow the format below:

Privacy Risk: N/A

Mitigation: N/A

Section 6. Notice

The following questions are directed at providing notice to the individual of the scope of information collected, the right to consent to uses of the information, and the right to decline to provide information.

6.1 Was notice provided to the individual before collection of the information? If yes, please provide a copy of the notice as an appendix. (A notice may include a posted privacy policy, a Privacy Act notice on forms, or a system of records notice published in the Federal Register.) If notice was not provided, why not?

This question is directed at the notice provided before collection of the information. This refers to whether the person is aware that his or her information is going to be collected. A notice may include a posted privacy policy, a Privacy Act statement on forms, or a SORN published in the Federal Register. If notice was provided in the Federal Register, provide the citation.

If notice was not provided, explain why. If it was provided, attach a copy of the current notice.

Describe how the notice provided for the collection of information is adequate to inform those affected by the system that their information has been collected and is being used appropriately. Provide information on any notice provided on forms or on Web sites associated with the collection. This question is related to privacy control TR-1, Privacy Notice, and TR-2, System of Records Notices and Privacy Act Statements, and TR-3, Dissemination of Privacy Program Information.

The SORN defines the information collected from Veterans, use of the information, and how the information is accessed and stored.

Enrollment and Eligibility Records–VA. System Number: 147VA10/ 86 FR 46090

(<https://www.govinfo.gov/content/pkg/FR-2021-08-17/pdf/2021-17528.pdf>)

6.2 Do individuals have the opportunity and right to decline to provide information? If so, is a penalty or denial of service attached?

This question is directed at whether the person from or about whom information is collected can decline to provide the information and if so, whether a penalty or denial of service is attached. This question is related to privacy control IP-1, Consent, IP-2, Individual Access, and IP-3, Redress

No, the Veteran information is obtained through various sources such as Veteran Health Administration (VHA), Veteran Benefits Administration (VBA), local military fraternal organization, Veteran Service Organizations (VSOs), Department of Motor Vehicle (DMV) etc. which is voluntarily provided by the Veteran. The information is consolidated and entered in the Dayton VAMC CRM tool to outreach eligible veterans.

6.3 Do individuals have the right to consent to particular uses of the information? If so, how does the individual exercise the right?

This question is directed at whether an individual may provide consent for specific uses or the consent is given to cover all uses (current or potential) of his or her information. If specific consent is required, how would the individual consent to each use?

This question is related to privacy control IP-1, Consent

The Veteran voluntary the right to consent to particular use of their information while registering through the various sources VHA, VBA, VSO and DMV. However, a Veteran can choose to opt out of the marketing email service sent out by the outreach team on the available campaigns. Once the Veteran provides their choice for the marketing outreach, these are recorded in the Dayton VAMC CRM tool.

6.4 PRIVACY IMPACT ASSESSMENT: Notice

Describe the potential risks associated with potentially insufficient notice and what steps, if any, are currently being taken to mitigate those identified risks.

Consider the following FIPPs below to assist in providing a response:

Principle of Transparency: Has sufficient notice been provided to the individual?

Principle of Use Limitation: Is the information used only for the purpose for which notice was provided either directly to the individual or through a public notice? What procedures are in place to ensure that information is used only for the purpose articulated in the notice?

This question is related to privacy control TR-1, Privacy Notice, AR-2, Privacy Impact and Risk Assessment, and UL-1, Internal Use

Follow the format below:

Privacy Risk: The risk is the PII information of the Veteran can be at risk of exposure if they are not aware at the time of registering in various sources.

Mitigation: The information is only accessed by VA employees through GFE and PIV SSO to the Dayton VAMC CRM tool.

Section 7. Access, Redress, and Correction

The following questions are directed at an individual's ability to ensure the accuracy of the information collected about him or her.

7.1 What are the procedures that allow individuals to gain access to their information?

Cite any procedures or regulations your program has in place that allow access to information. These procedures, at a minimum, should include the agency's FOIA/Privacy Act practices, but may also include additional access provisions. For example, if your program has a customer satisfaction unit, that information, along with phone and email contact information, should be listed in this section in addition to the agency's procedures. See 5 CFR 294 and the VA FOIA Web page at <http://www.foia.va.gov/> to obtain information about FOIA points of contact and information about agency FOIA processes.

If the system is exempt from the access provisions of the Privacy Act, please explain the basis for the exemption or cite the source where this explanation may be found, for example, a Final Rule published in the Code of Federal Regulations (CFR).

If the system is not a Privacy Act system, please explain what procedures and regulations are in place that covers an individual gaining access to his or her information.

This question is related to privacy control IP-2, Individual Access, and AR-8, Accounting of Disclosures.

A Veteran should apply in person to the Health Eligibility Center to gain access to the information stored in the Dayton VAMC CRM. Based on the written letter request and application the VA employees can assist the Veteran.

7.2 What are the procedures for correcting inaccurate or erroneous information?

Describe the procedures and provide contact information for the appropriate person to whom such issues should be addressed. If the correction procedures are the same as those given in question 7.1, state as much.

This question is related to privacy control IP-3, Redress, and IP-4, Complaint Management.

VA employees who have access to the tool can self-correct or edit the erroneous or incorrect information on the Veteran. Veterans can contact the VA employees at the Dayton VAMC through phone/ email for correcting the erroneous information.

7.3 How are individuals notified of the procedures for correcting their information?

How are individuals made aware of the procedures for correcting his or her information? This may be through notice at collection or other similar means. This question is meant to address the risk that even if procedures exist to correct information, if an individual is not made fully aware of the existence of those procedures, then the benefits of the procedures are significantly weakened. This question is related to privacy control IP-3, Redress, and IP-4, Complaint Management.

Email/ phone confirmation is provided to the Veteran. Additionally, a letter of corrected information is mailed to the Veteran.

7.4 If no formal redress is provided, what alternatives are available to the individual?

Redress is the process by which an individual gains access to his or her records and seeks corrections or amendments to those records. Redress may be provided through the Privacy Act and Freedom of Information Act (FOIA), and also by other processes specific to a program, system, or group of systems.

This question is related to privacy control IP-3, Redress, and IP-4, Complaint Management.

Example: Some projects allow users to directly access and correct/update their information online. This helps ensure data accuracy.

As per the SORN, any individual who wishes to determine whether a record is being maintained in this system under his or her name or other personal identifier, or wants to determine the contents of such record, should submit a written request or apply in person to the Health Eligibility Center. All inquiries must reasonably identify the records requested. Inquiries should include the individual's full name, Social Security number, military service number, claim folder number and return address.

7.5 PRIVACY IMPACT ASSESSMENT: Access, redress, and correction

Discuss what risks there currently are related to the Department's access, redress, and correction policies and procedures for this system and what, if any, steps have been taken to mitigate those risks. For example, if a project does not allow individual access, the risk of inaccurate data needs to be discussed in light of the purpose of the project. For example, providing access to ongoing law enforcement activities could negatively impact the program's effectiveness because the individuals involved might change their behavior.

Consider the following FIPPs below to assist in providing a response:

Principle of Individual Participation: Is the individual provided with the ability to find out whether a project maintains a record relating to him?

Principle of Individual Participation: If access and/or correction is denied, then is the individual provided notice as to why the denial was made and how to challenge such a denial?

Principle of Individual Participation: Is there a mechanism by which an individual is able to prevent information about him obtained for one purpose from being used for other purposes without his knowledge?

This question is related to privacy control IP-3, Redress.

Follow the format below:

Privacy Risk: The risk is of inaccurate data being captured by the VA employees in the Salesforce Dayton VAMC CRM tool. This tool is used to store the information of the applicant based on eligibility and available campaigns.

Mitigation: The erroneous information is self-corrected by VA employees in the tool. Additionally, corrected confirmation is provided to Veterans through phone/ email/ mail.

Section 8. Technical Access and Security

The following questions are intended to describe technical safeguards and security measures.

8.1 What procedures are in place to determine which users may access the system, and are they documented?

Describe the process by which an individual receives access to the system.

Identify users from other agencies who may have access to the system and under what roles these individuals have access to the system. Who establishes the criteria for what PII can be shared?

Describe the different roles in general terms that have been created to provide access to the system. For example, certain users may have "read-only" access while others may be permitted to make certain amendments or changes to the information.

This question is related to privacy control AR-7, Privacy-Enhanced System Design and Development.

Managerial/ supervisor approval is required for all VA employees accessing the Dayton VAMC CRM application.

8.2 Will VA contractors have access to the system and the PII? If yes, what involvement will contractors have with the design and maintenance of the system? Has a contractor confidentiality agreement, Business Associate Agreement (BAA), or a Non-Disclosure Agreement (NDA) been developed for contractors who work on the system?

If so, how frequently are contracts reviewed and by whom? Describe the necessity of the access provided to contractors to the system and whether clearance is required. If Privacy Roles and Responsibilities have been established to restrict certain users to different access levels, please describe the roles and associated access levels. Explain the need for VA contractors to have access to the PII.

This question is related to privacy control AR-3, Privacy Requirements for Contractors and Service Providers.

No, Contractors do not have access to the tool. The tool is only accessible by VA employees in the Dayton VA Medical Center - outreach department.

8.3 Describe what privacy training is provided to users either generally or specifically relevant to the program or system?

VA offers privacy and security training. Each program or system may offer training specific to the program or system that touches on information handling procedures and sensitivity of information. Please describe how individuals who have access to PII are trained to handle it appropriately. This question is related to privacy control AR-5, Privacy Awareness and Training.

General Training includes VA Privacy Rules of Behavior, Privacy awareness training, HIPPA and VA on-boarding enterprise-wide, VA Ethics training.

8.4 Has Authorization and Accreditation (A&A) been completed for the system?

If yes, provide:

1. *The Security Plan Status,*
2. *The Security Plan Status Date,*
3. *The Authorization Status,*
4. *The Authorization Date,*
5. *The Authorization Termination Date,*
6. *The Risk Review Completion Date,*
7. *The FIPS 199 classification of the system (LOW/MODERATE/HIGH).*

Please note that all systems containing SPI are categorized at a minimum level of “moderate” under Federal Information Processing Standards Publication 199.

*If No or In Process, provide your **Initial Operating Capability (IOC) date.***

The Security Plan Status: Approved

The Security Plan Status Date: 02/24/2021

The Authorization Status: ATO

The Authorization Date: 03/18/2021

The Authorization Termination Date: 12/17/2023

The Risk Review Completion Date: 03/12/2021

The FIPS 199 classification of the system – Moderate (Moderate, Moderate, Moderate – C/I/A)

Section 9 – Technology Usage

The following questions are used to identify the technologies being used by the IT system or project.

9.1 Does the system use cloud technology? If so, what cloud model is being utilized?

If so, Does the system have a FedRAMP provisional or agency authorization? If the system does use cloud technology, but does not have FedRAMP authorization, explain how the Cloud Service Provider (CSP) solution was assessed and what FedRAMP documents and processes were used for the assessment in order to comply with VA Handbook 6517. Types of cloud models include: Software as a Service (SaaS), Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Commercial off the Shelf (COTS).

This question is related to privacy control UL-1, Information Sharing with Third Parties.

Note: For systems utilizing the VA Enterprise Cloud (VAEC), no further responses are required after 9.1.

Yes, Dayton VAMC CRM system utilizes Salesforce Gov Cloud Plus. Salesforce Government Cloud Plus is hosted in the AWS GovCloud. The Salesforce Government Cloud Plus (SFGCP-E) is built on the underlying Salesforce Force.com that is hosted in a FedRAMP Certified FISMA High environment which is in the Amazon Web Services (AWS) GovCloud West. This is under the contract: “Salesforce Subscription Licenses, Maintenance and Support”, Contract Number: NNG15SD27B. This software utilizes the PaaS Service of Salesforce Gov Cloud Plus.

9.2 Does the contract with the Cloud Service Provider, Contractors and VA customers establish who has ownership rights over data including PII? (Provide contract number and supporting information about PII/PHI from the contract)

This question is related to privacy control AR-3, Privacy Requirements for Contractors and Service Providers.

Yes, VA has full ownership of the PII that will be used by Dayton VAMC CRM platform. Contract agreement “Salesforce Subscription Licenses, Maintenance and Support”, Contract Number: NNG15SD27B.

9.3 Will the CSP collect any ancillary data and if so, who has ownership over the ancillary data?

Per NIST 800-144, cloud providers hold significant details about the accounts of cloud consumers that could be compromised and used in subsequent attacks. Ancillary data also involves information the cloud provider collects or produces about customer-related activity in the cloud. It includes data collected to meter and charge for consumption of resources, logs and audit trails, and other such metadata that is generated and accumulated within the cloud environment.

This question is related to privacy control DI-1, Data Quality.

No ancillary data is being collected by this tool.

9.4 NIST 800-144 states, “Organizations are ultimately accountable for the security and privacy of data held by a cloud provider on their behalf.” Is this principle described in contracts with customers? Why or why not?

What are the roles and responsibilities involved between the organization and cloud provider, particularly with respect to managing risks and ensuring organizational requirements are met?

This question is related to privacy control AR-3, Privacy Requirements for Contractors and Service Providers.

Yes, as VA is utilizing Salesforce Gov Cloud Plus. Information is only shared internally.

9.5 If the system is utilizing Robotics Process Automation (RPA), please describe the role of the bots.

Robotic Process Automation is the use of software scripts to perform tasks as an automated process that executes in parallel with or in place of human input. For example, will the automation move or touch PII/PHI information. RPA may also be referred to as “Bots” or Artificial Intelligence (AI).

Dayton VAMC CRM does not utilize RPA.

Section 10. References

Summary of Privacy Controls by Family

Summary of Privacy Controls by Family

ID	Privacy Controls
AP	Authority and Purpose
AP-1	Authority to Collect
AP-2	Purpose Specification
AR	Accountability, Audit, and Risk Management
AR-1	Governance and Privacy Program
AR-2	Privacy Impact and Risk Assessment
AR-3	Privacy Requirements for Contractors and Service Providers
AR-4	Privacy Monitoring and Auditing
AR-5	Privacy Awareness and Training
AR-7	Privacy-Enhanced System Design and Development
AR-8	Accounting of Disclosures
DI	Data Quality and Integrity
DI-1	Data Quality
DI-2	Data Integrity and Data Integrity Board
DM	Data Minimization and Retention
DM-1	Minimization of Personally Identifiable Information
DM-2	Data Retention and Disposal
DM-3	Minimization of PII Used in Testing, Training, and Research
IP	Individual Participation and Redress
IP-1	Consent
IP-2	Individual Access
IP-3	Redress
IP-4	Complaint Management
SE	Security
SE-1	Inventory of Personally Identifiable Information
SE-2	Privacy Incident Response
TR	Transparency
TR-1	Privacy Notice
TR-2	System of Records Notices and Privacy Act Statements
TR-3	Dissemination of Privacy Program Information
UL	Use Limitation

ID	Privacy Controls
UL-1	Internal Use
UL-2	Information Sharing with Third Parties

Signature of Responsible Officials

The individuals below attest that the information provided in this Privacy Impact Assessment is true and accurate.

Privacy Officer, Tonya Facemire

Information Systems Security Officer, James Boring

Information Systems Owner, Michael Domanski

APPENDIX A-6.1

Please provide a link to the notice or verbiage referred to in Section 6 (a notice may include a posted privacy policy, a Privacy Act notice on forms).

OPRM website for SORN: https://www.oprm.va.gov/privacy/systems_of_records.aspx

Record Schedule 10-1: <https://www.va.gov/vhapublications/RCS10/rcs10-1.pdf>

[NARA website link](#)

VA Directive 6500: [VA Publication](#)