



Federal Trade Commission
Privacy Impact Assessment

Facebook

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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)¹ about individuals that may be available to the agency through the FTC's use of the social networking Web site, Facebook (www.facebook.com). 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 (a)2,o2TJ 0 1.436.2 cs 10 Tw ()Tms[n3 Tc 6Td 28.3 (1)-2.7

use of Facebook for law enforcement investigations or any collection of personal information subject to the Privacy Act of 1974, and described more fully in the FTC's [Statement of Record Notice I-1 \(Nonpublic Investigational and Other Nonpublic Legal Program Records\)](#).²

1.2 – Is the FTC's use of Facebook consistent with all applicable laws, regulations, and policies?

Yes. With respect to the information that the FTC will disseminate through its website, the information is not subject to the Privacy Act of 1974.

18-5540 Table 6 (b)

Facebook. See also section 3.1 and 2.1 above.

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2.1 above), any PII collected will be securely stored in accordance with

information.

However, Facebook is a third-party service that uses persistent tracking technologies. In an effort to help consumers understand how their information is used by Facebook, the FTC posts additional