

Federal Trade Commission
Privacy Impact Assessment

for:

Publication B

Introduction

The Federal Trade Commission's (FTC) Division of Consumer and Business Education (DCBE) produces

Customers who wish to receive additional information from the FTC can opt-in by checking a box at the bottom of the order form. That check box, which is not pre-checked, contains the following text:

Check here if you would like to receive communications from the FTC, including:

- x notices about new publications like the ones you've ordered
- x requests for your feedback
- x the FTC's monthly e-newsletter.¹

Servers managed by the FTC's web hosting contractor automatically collect the following information from visitors: IP address, date and time of visit, referrer, entry page, exit page, browser, and operating system. The system also collects an email address for those customers who choose to receive additional information from the FTC. As explained in Section 8 below, the system also uses "cookies" that temporarily collect and keep track of the user's "shopping cart" items until checkout and other cookies that maintain data for other general analytic and performance purposes (e.g., remembering the user's preferences). The system does not collect IP addresses related to form submissions and instead uses captchas as a spam prevention tool.

2. Why the Information Is Being Collected (Purpose)

The FTC bulk order site helps the agency accomplish its consumer and business education mission by allowing customers to request free publications. The FTC col046.6 (rTw -2 (i)-3.3 e i)-3.3 -1.9 (hi-1.3 (p)-3 (p-3.4 (in)2.3 (

Customers who choose to receive FTC communications but then later decide that they no longer wish to receive FTC communications may request to be removed from FTC contact lists. All FTC communications sent to customers include instructions for opting out of future communications.

In addition, the FTC collects basic weblog and analytics information from all visitors to FTC websites, including the Bulk Order page, in compliance with applicable federal guidance and OMB requirements and as described in the [FTC Privacy Policy](#) and the PIA for FTC Websites². Users' options for declining the system's use of cookies are explained in the FTC's privacy policy.⁴

4. Intended Uses Of The Information Collected

The FTC collects the customers' name, organization, mailing address, phone number, and email address in order to send them the publications they request, and to contact them in the event of delivery or fulfillment problems. Additionally, the FTC uses contact information to send communications to individuals, organizations, and agencies that "opt-in" to receive additional communications. The FTC uses information about customer orders to determine whether to send communications to a particular customer.

The FTC processes the customers' mailing address through an add(rs)-1.3 (')9.8 ((t-0.1 (10.6 (t)-2.a.3 ((ab)12 BDC /TT))J

