



Federal Trade Commission  
Privacy Impact Assessment

Reddit

April 2021

5 H Y L H Z I D G F K

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

## SECTION 2.0 – IS THERE ANY PII THAT IS LIKELY TO BECOME AVAILABLE TO THE AGENCY THROUGH THE USE OF THE APPLICATION?

### 2.1 – What PII will be made available to the FTC?

The FTC may, read, review, or rely upon information that Reddit users make available to the public or to the FTC as authorized or required by law. The privacy impact of the FTC's use of this platform is low, as the FTC does not routinely use Reddit to solicit, collect, maintain, or disseminate PII from members of the public. In specific circumstances, the FTC may collect limited information (e.g. usernames or handles) about members of the public (e.g., if messages or posts directed to the FTC or its employees on Reddit are deemed as threatening or violent, or where the content may reveal some other potential law enforcement violation). The FTC may also occasionally produce reports or summaries of its use of this social media platform that include PII posted publicly (i.e., usernames): for instance, it may do so if needed to comply with social media records retention guidelines from the National Archives and Records Administration (NARA). In such instances, the collection of PII in these summaries will be reduced as much as is feasible.

Reddit also offers an internal message service between Reddit users and their designated Reddit friends, which could be used to collect or maintain messages, including PII of other users. The FTC will only use Reddit for public conversations (i.e., public postings), and will not use the internal message service.

### 2.2 – What are the sources of PII?

## SECTION 4.0 – SHARING OR DISCLOSING OF PII

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 disclosed?

PII posted on the FTC's Reddit pages is available publicly. See also 2.1 above, since in limited instances, PII posted on Reddit may need to be specifically provided to others at the agency, to other law enforcement agencies, or to NARA.

4.2 – What safeguards are in place to prevent expansion of use beyond those authorized under law and described in this PIA?

The FTC only maintains one official Reddit account available to staff only upon the approval of the Office of Public Affairs (OPA). Only authorized staff members, in the presence of an OPA representative, may use the official FTC Reddit account. Each staff member participating in a Reddit session must sign and comply with the Commission's internal Rules of Behavior, prior to beginning page administration.

The FTC's Reddit account is registered using an official FTC email account. FTC staff are not permitted to use personal accounts to manage FTC Reddit sessions. Furthermore, FTC staff are directed to use FTC-authorized devices to participate in Reddit sessions. The FTC provides best practices to staff on using Reddit and requires staff to adhere to the [Redditiquette](#) outlined by Reddit on their site.

## SECTION 5.0 – MAINTENANCE AND RETENTION OF PII

5.1 – How will the FTC maintain the PII, and for how long?

In general, this does not apply, as the FTC does not routinely use Reddit to solicit, collect, maintain, or disseminate PII from members of the public. In the limited instances in which the

