



Privacy Impact Assessment (PIA)

PIA Entry Name: NASA Enterprise Salesforce 1

Enterprise Applications Management Office

NASA Point of Contact: Jonathan Jacobs

Phone Number: (321) 749-5251

E-mail: jonathan.jacobs@nasa.gov

PURPOSE OF THE PRIVACY IMPACT ASSESSMENT

The National Aeronautics and Space Administration (NASA) Privacy Impact Assessment (PIA) documents and describes the personally identifiable information (PII) NASA collects and the purpose(s) for which it collects that information; how it uses the PII internally; whether it shares the PII with external entities, and the purposes for such sharing; whether individuals have the ability to consent to specific uses or sharing of PII and how to exercise any such consent; how individuals may obtain access to the PII; and how the PII will be protected. NASA publishes its PIAs, as well as its System of Records Notices (SORNs), on the NASA public-facing website, which describes NASA's activities that impact privacy, the authority for collecting personally identifiable information (PII), and the procedures to access and have PII amended or corrected if necessary.

Reviewing Official: Stayce Hoult, Chief Privacy Officer



System Overview:

This PIA is a consolidated entry for all corresponding NASA Enterprise Salesforce (NES) PTA entries that do not have an OMB number.

Salesforce Service Portal - PTA#2375585 Application for NASA's Salesforce Enterprise Service Management Team (SF ESMT) to track agency use of Salesforce. It includes accounts, contacts, opportunities, applications, licensing, cases, and reports.

Mission Cloud Platform Dashboard - PTA#2761009 The MCP Dashboard application in the Salesforce platform was developed to provide a Customer Relationship Management (CRM) tool that the Mission Cloud Platform program will use to intake and manage their relationships with customers (internal NASA customers) as they provide Amazon Web Services products.

NASA Engages - PTA#3190020 NASA Engages is a system that allows citizen and NASA employees to request outreach and STEM support from the NASA workforce. Requests include items like, science fair judges, speakers, publication reviewers, mentors, etc.

CoECI - PTA#3297708 An application to track and manage their projects, or challenges, from inception via Engagements, through completion, via Projects. They also analyze metrics via Salesforce's reporting capabilities.

MSFC Partnerships Office (PFO) - PTA#3297804 The purpose of the tool is for recording and reporting of pertinent status by the MSFC partnership community for MSFC partners, opportunities, and agreements.

Privacy / Authorities and Other Requirements	
List all legal authorities and/or agreements that permit the collection of privacy information by the project. Explain how these authorities permit the project and the collection of privacy information. If the project collects Social Security numbers, also identify the specific statutory authority allowing it.	51 U.S.C. 20113 Functions of the Administration, 44 U.S.C. 3507 - Public information collection activities; submission to Director; approval and delegation
The records in the system are covered by an existing published System of Records Notice (SORN).	Existing SORN applicable
The SORN Name and Number.	NASA 10EDUA - NASA Education Records. NASA 10 SECR - NASA Security Records System

Privacy Act of 1974 / Uses of the Information	
Records on individuals are or will be routinely retrieved from the system by using individual's name or other unique identifier (e.g., personal account number, UUPIC, SSN, etc. is used to locate information about an individual in the application/website/information system/paper record).	Yes

Paperwork Reduction Act / Characterization of the Information	
The record/application/website/information system collects information in a standard way (via forms, surveys, questionnaires, etc.) from 10 or more persons (e.g., members of the public and NASA contractors, and grantees).	No

Paperwork Reduction Act / Authorities and Other Requirements	
There is an OMB Control Number.	Yes
The OMB Control Number.	2700-0180 Expiration 06/30/2026

Privacy / Characterization of the Information	
Information is collected on the following:	NASA Contractors Government Employees Members of the public (excluding contractors and partners) Business Partners/Contracts, Grantees (including, but not limited to federal, state, local agencies)
Collection contains the following:	Name Date of birth Employment status and/or records Education records Other PII not listed above Work phone number Personal cell phone number UUPIC Work e-mail address Personal e-mail address School e-mail address Home mailing address Military status and/or records Work Mailing Address Home Phone Number
The collection is the minimum necessary to accomplish the purpose of the collection.	Yes
Discuss the intra-Departmental sharing of information. Identify and list the name(s) of any	Subsets of information is shared interested NASA mentors who are seeking interns for work on particular projects.

components or directorates within the Department with which the information is shared.	
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Privacy / Uses of the Information	
NASA will use the information in the following ways:	The information is collected for determining who will participate in NASA OSTEM (Office of STEM Engagement) activities and fulfilling Office of Personnel Management and White House reporting requirements. It is statistical information that is anonymized. No PII is disclosed.
The application/website/information system stores, collects, or maintains Information in Identifiable Form (IIF).	Yes

Consent / Notice	
Does the project provide individuals notice prior to the collection of information?	Yes
If no, explain why individuals are not notified prior to collection of information.	
If yes, describe how the notice provided for the collection of information is adequate to inform those impacted.	Privacy Policy is provided as a link at the bottom of each page of the website/system; a Privacy Act Statement is provided at registration
Do individuals have opportunities to decline to provide information, or opt out of the project?	Yes
If yes, describe the process. If this is not an option, explain why not.	Users may delete or remove their information at any time as well as utilize processes outlined in the SORN
Do individuals have opportunities to consent to specific/targeted uses of their information?	Yes
If yes, describe the process. If this is not an option, explain why not	Users have the ability to select if their likeness can be used in NASA publications. They may also opt in to receive SMS messages
The IIF is collected	Voluntary
There is a process in place for the following:	
Ensuring consent is obtained from the individuals whose IIF is stored, collected, or maintained.	Yes
Are individuals provided with notice that they have opportunities to consent to uses, decline to provide information, or opt out of the project?	Yes
If yes, describe the process. If no, explain why not.	Opt out provision is described in privacy act statement

Are individuals notified of the consequences of providing information?	Yes
If yes, describe the process. If no, explain why not.	A privacy Act Statement is available at the point of collection that states the consequences of providing information.

Data Retention	
Explain how long each type of information is retained. Include a justification for the retention period of each information type and how/why that period is necessary to the mission/project.	NRSS 01/068.0.A;01/068.0.B. 01;01/068.0.B. 02;01/068.0.B. 03;01/068.0.C. 01

Information Sharing	
Is information shared outside of the organization as part of the normal agency operations?	No
Identify who the information is shared with, how the information is accessed, and how it is to be used.	
Describe how the external sharing noted in the previous question is compatible with the SORN noted in PIA-02.	

Redress	
What are the procedures that allow individuals to access their information?	In addition to Privacy Act redress processes the customer has the ability to update their data within the information system.
What procedures are in place to allow the subject individual to correct inaccurate or erroneous information?	In addition to Privacy Act redress processes the customer has the ability to update their data within the information system.
How does the project notify individuals about the procedures for correcting their information?	Customer is provided Privacy Act notification and additional instructions are within the information system.

Auditing and Accountability	
How does the project ensure that the information is used in accordance with stated practices in this PIA?	The strict cybersecurity enforcement is utilized through Assessment and Authorization processes and procedures as required per FIPS Moderate system.
Describe what privacy training is provided to users either generally or specifically relevant to the project.	Cybersecurity and Privacy Awareness training is required for all NASA users, to include the system administrator. Specific Role Based Training is required for certain roles.

What procedures are in place to determine which users may access the information and how does the project determine who has access?	All administrators have role-based access; all users are provisioned within the NASA Access Management System.
How does the project review and approve information sharing agreements, MOUs, new uses of the information, new access to the system by organizations within the department and outside?	N/A

Security Controls / Characterization of the Information	
Monitor and Response to privacy and/or security incidents policies.	Yes

Security Controls / Auditing and Accountability	
Technical controls (safeguards) are in place to minimize the possibility of unauthorized access, use, or dissemination of the IIF in the application/ website/ information system/ cloud system.	Yes
Access controls.	Yes

Information Sharing Practices / Characterization of Information	
The application/website/information system/cloud systems collects IIF from other resources (e.g., databases, websites).	No
The application/website/information system/cloud system populates data for other resources (e.g., databases, websites, or external agencies, people, or organizations).	No

Accessibility, Redress, Complaints / Characterization of the Information	
There is a process in place for periodic reviews of IIF in the system to ensure data integrity, availability, accuracy, and relevance.	Yes

Web Measurement and Customizing Technology / Characterization of the Information	
The Application/Website/Information System Utilizes Web Measurement and Customization Technology (Cookies/Persistent Tracking).	Yes

Agency Privacy Manager (APM):

Guerin, Michael D
HARRIS HOULT, STAYCE D
Kostka, Paul A
Midulla, Laura P
Scholz, Matthew C

APM Review Decision: Concur

APM Review Date: 11/21/2025

Chief Privacy Officer (CPO):

HARRIS HOULT, STAYCE D

CPO Review Decision: Concur

CPO Review Date: 12/10/2025

CPO Digital Signature

NASA Senior Agency Information Security Officer (SAISO):

Fletcher, Tamiko N

SAISO Review Decision: Concur

SAISO Review Date: 12/10/2025

NASA Senior Agency Official for Privacy (SAOP):

SEATON, JEFFREY M

SAOP Review Decision: Approve

SAOP Review Date: 12/10/2025