



## Privacy Office Contact Information

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## Document Purpose

This document contains important details about a GSA managed System, Application, or Project (identified below by the Authorization Package name). To accomplish its mission the GSA Office it supports must, in the course of business operations, collect personally identifiable information (PII) about the people who use such products and services. PII is any information [1] that can be used to distinguish or trace an individual's identity like a name, address, or place and date of birth.

GSA uses Privacy Impact Assessments (PIAs) to explain how it collects, maintains, disseminates, uses, secures, and destroys information in ways that protect privacy. This PIA comprises sections that reflect GSA's privacy policy and program goals. The sections also align to the Fair Information Practice Principles (FIPPs), a set of eight precepts codified in the Privacy Act of 1974.[2]

[1]OMB Memorandum Preparing for and Responding to the Breach of Personally Identifiable Information (OMB M-17-12) defines PII as: "information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual." The memorandum notes that "because there are many different types of information that can be used to distinguish or trace an individual's identity, the term PII is necessarily broad."

[2] Privacy Act of 1974, 5 U.S.C. § 552a, as amended.

## General Information

PIA Identifier: 457  
System Name: eMuseum/The Museum System (TMS)  
CPO Approval Date: 1/18/2024  
PIA Expiration Date: 1/17/2027

## Information System Security Manager (ISSM) Approval

Zachary Dabkowski

## System Owner/Program Manager Approval

Sarah Matin

## Chief Privacy Officer (CPO) Approval

Richard Speidel

## PIA Overview

**A:** System, Application, or Project Name:  
eMuseum/The Museum System (TMS)

**B:** System, application, or project includes information about:  
Data in the TMS system on artists and individuals in the Design Excellence Peer Program originates from a variety of sources:

1. Submitted by individuals
2. Submitted by a third party on behalf of individuals
3. Entered on behalf of individuals from information gathered from public sources
4. Information from GSA staff directories

**C:** For the categories listed above, how many records are there for each?

As of 2022 the system contains records on the following individuals. Records in individuals may fall into more than one category.

1. Individuals in GSA
2. National Artist's Registry

There are approximately 10,700 records on artists and individuals in the Design Excellence Peer Program.

**D:** System, application, or project includes these data elements:

For some, but not all individuals, the following information is collected:

1. Name
2. Date of birth (day, month, year) collected for deceased artists only
3. Place of birth
4. Gender (male, female)
5. Do you consider yourself to be Hispanic or Latino? (yes, no)
6. What is your race (select all applicable) American Indian or Alaskan Native, Asian, Black or African American, Native Hawaiian or other Pacific Islander, White
7. Current and past address(es) street address, city, state, zip code, international addresses
8. Email addresses
9. Website addresses
10. Home/mobile telephone number(s)
11. Office/studio street address(es) street address, city, state, zip code, international addresses
12. Fax number(s)
13. Contact information for gallery or other artist's representative
14. Confirmation of U.S. Citizenship or permanent resident status (no records kept if artist is not a U.S. Citizen or permanent resident)

Elements 4, 5, and 6 above are new data elements collected as of 2022. These data elements are for use by GSA leadership to prepare statistical reports used within and external to GSA. The data elements are not planned for inclusion in any profiles or biographical information about any artists.

## **Overview:**

The "The Museum System" (TMS) & "eMuseum" products have three business purposes:

**(1)** Provide a "collections" management system for all art objects in Federal Buildings and on other Federal properties. These collections of objects are managed within the eMuseum database by the **TMS** application. The TMS application is only accessible on the GSA network through a remote desktop connection and has hard coded controls in place to prevent the PII from being pulled from the DB into other sources. The TMS application collects the following data:

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- Object and collection information such as title, artist, art medium, dimensions, installation location, conservation information and interpretive information
- Artist information to include:
- Constituents records: contact information, place of birth, year of birth, address, phone number, citizen status (resident etc)
- TMS is no longer collecting the artist's SSN. This field has been removed from the system
- Federal owned and leased building information associated with the collection and includes the address, location, building name, building number etc. This information is not pulled from REXUS and is entered manually.
- Point of contact information to support the Design Excellence Peer Program. This information includes the person's name, date of birth, emails, telephone numbers and street addresses.

(2) Internal eMuseum: The system provides a website display service to allow government employees to view TMS designated objects and associate information about those objects. These objects are presented by the **eMuseum** application via the PBS Portal. eMuseum provides a subset of the information from the TMS system. The eMuseum application collects the following data:

- Artwork information for collections that are currently installed within a GSA controlled building/space. Details include: Building information (building address/location, building name, building number.) and the associated artist year of birth and place of birth (information typically provided on a museum art label))
- Conservation reports
- Building name change and/or building legislation
- Meeting minutes
- Art/Collection memos providing approval for the artist and collection
- Commission cost of collection. This is available to limited users based on the GSA region. This commission cost is public information on the internet and is post procurement (not procurement sensitive) nothing pre-procurement

eMuseum does not collect information on collections that are on loan to private business since the GSA regions do not have responsibility for tracking these.

(3) External (Public) eMuseum: The system provides a public display that does not contain any sensitive information. eMuseum provides a subset of the information from the TMS system. The eMuseum application collects the following data:

- Artwork information for collections that are currently installed within a GSA controlled building/space. Details include: Building information (building address/location, building name, building number.) and the associated artist year of birth and place of birth (information typically provided on a museum art label))
- Conservation reports
- Building name change and/or building legislation
- Meeting minutes
- Art/Collection memos providing approval for the artist and collection
- Commission cost of collection. This is available to limited users based on the GSA region. This commission cost is public information on the internet and is post procurement (not procurement sensitive)
- nothing pre-procurement

eMuseum does not collect information on collections that are on loan to private business since the GSA regions do not have responsibility for tracking these.

#### **Planned Subsystem Changes**

The Constituent Import Tool to TMS. This tool will take data from a spreadsheet containing TMS constituent data and import that data into the Constituent table in TMS. The source for the spreadsheet will be a National Artist Registry form, GSA Form 7437, which will be submitted by users and compiled in spreadsheet form by the TMS user staff in GSA.

### **1.0 Purpose of Collection**

**1.1:** What legal authority and/or agreements allow GSA to collect, maintain, use, or disseminate the information?

No law mandates that a percentage of federal construction budgets be spent for fine art. The Art in Architecture Program is the result of a policy decision made in January 1963 by GSA administrator Bernard L. Boudin, who had served on the Ad Hoc Committee on Federal Office Space in 1961-62. The committee's report to President Kennedy included Guiding Principles for Federal Architecture, which detailed a new quality conscious federal attitude toward architecture.

One point, which was omitted from the report because Boudin implemented it prior to the policy's publication, was: A modest portion of the cost of each new Federal office building, not to exceed one percent of the total expense, shall be allocated for the purchase of fine arts to be incorporated in the general design. Emphasis should be placed on the work of living American artists, representing all trends of contemporary art, but this practice should not preclude the

purchase of works of earlier periods where this would be appropriate. In commissioning the work of living artists, competitions should be encouraged. Boudin approved a policy of commissioning works of art in public buildings under GSA's jurisdiction, at a cost not to exceed one half of one percent of the construction cost.

The requirement to commission artworks for federal buildings can be found in Chapter 102-77 of the Federal Management Regulations (41 CFR 102-77).

The program has been modified over the years, most recently in 2010 when a requirement was instituted that all artists who want to be considered for any potential GSA commission must be included on the National Artists Registry, which serves as the qualified list of eligible artists; the program continues to commission works of art from living American artists.

One half of one percent of the estimated construction cost of new or substantially renovated Federal buildings and U.S. courthouses are allocated for commissioning works of art. The Art in Architecture Program actively seeks to commission works from the full spectrum of American artists, and strives to promote new media and inventive solutions for public art. GSA has awarded over 500 commissions both to artists with established careers, as well as to artists of local and regional prominence.

In support of the program's goal to commission the most talented contemporary American artists to create works for the nation's important new civic buildings, it is necessary to identify those artists. The National Artist Registry offers the opportunity for artists across the country to participate and to be considered for commissions.

The Design Excellence Peer Program is how GSA fulfills the Brooks Act (Public Law 92-582), also known as Qualifications Based Selection (QBS) by appointing private practitioners to participate in the selection of architects and engineers. FMR § 102-76.10 governs basic design and construction policies for Federal agencies, and requires the highest quality services for designing and constructing new Federal facilities.

**1.2:** Is the information searchable by a personal identifier, for example a name or Social Security number?  
Yes

**1.2a:** If so, what Privacy Act System of Records Notice(s) (SORN(s)) applies to the information being collected?  
Existing SORN applicable

**1.2: System of Records Notice(s) (Legacy Text):** What System of Records Notice(s) apply/applies to the information?  
GSA/PBS-7 (The Museum System TMS); Document Citation Number: 87 FR 41314. TMS is searchable by personal identifiers. TMS is registered on the Office of the Federal Register ([link](#)).

The update SORN was published on 7/12/2022.

**1.2b:** Explain why a SORN is not required.

**1.3:** Has an information collection request (ICR) been submitted to or approved by the Office of Management and Budget (OMB)?

**1.3: Information Collection Request:** Provide the relevant names, OMB control numbers, and expiration dates. The Art in Architecture National Artist Registry Form has been approved by OMB. Its OMB Control Number is 3090-0274 and expiration date is 7/31/2022. As of 8/18/2022, the final approval from OMB is still pending for use of the revised data collection form (Artist Registry Form).

**1.4:** What is the records retention schedule for the information systems(s)? Explain how long and for what reason the information is kept.

Majority of data will be kept indefinitely.

Inactive Artists Registry records may be deleted in accordance with GSA regulations, GSA Policy 1820.1 CIO Records Maintenance and Disposition System. 121.1/040 Significant Art Inventory Records - legal citation: (DAA-121-2015-0001-0007).

This series contains records used in identifying items within the building that are removable or replaceable, or have a significant historical and/or architectural value. For art associated with a building (such as statuary, paintings, and architectural features), records such as inventories, case files, art maintenance records, art appraisals and art restoration documents and related materials are included.

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## 2.0 Openness and Transparency

**2.1:** Will individuals be given notice before the collection, maintenance, use or dissemination and/or sharing of personal information about them? No

**2.1 Explain:** If not, please explain.

When a work of art is loaned to another Federal, cultural, or educational organization, the Name, DOB and place of birth of the artist is shared with the other organization. This information is also already published on GSA's public website. Additionally, because the artist public individuals, this is already information that is available for most artists on the internet. Lastly, artists provide this information to GSA with the understanding that GSA will share it.

## 3.0 Data Minimization

**3.1:** Why is the collection and use of the PII necessary to the project or system?

Data collected provides descriptive information on artworks and detailed information on artists and other program related people. The data is needed to complete the records on the art works and to execute legal agreements/contract in-place between GSA and artists and where applicable their representatives.

Privacy data about artists is used to identify potential artists for upcoming commissions and to provide programmatic information on previously awarded commissions, for example in response to Congressional inquiries.

Privacy data about artists in the Design Excellence Peer Program is used to identify and contact Peers regarding participation in projects and to arrange for travel and participation in meetings.

Certain privacy data elements such as date of birth, place of birth are used in materials created to educate the general public about the artist via public displays in Federal buildings and by cultural and educational organizations to which the works of art have been loaned.

**3.2:** Will the system, application, or project create or aggregate new data about the individual?

No

**3.2 Explained:** If so, how will this data be maintained and used?

The system allows users to generate ad hoc reports but does not create any new information about the constituents. TMS users who have access to their fields in the system have the ability to print it out.

**3.3** What protections exist to protect the consolidated data and prevent unauthorized access?

The TMS/eMuseum system's data is held and accessible via three distinct systems.

1. TMS - accessible only by program Administrators and the only location contracts, PII, and data regarding commissioned and to be commissioned art projects are held. Administrators have read/write access.
2. eMuseum - accessible via PBS Portal inside of the GSA domain to GSA Contractors and Federal employees who have authenticated to the GSA Domain and have an account on PBS Portal. Access is read only.
3. GSA.gov - a publicly accessible website that contains information about the art and artists that has been approved for display on this publicly accessible website. Access is read only.

Additional controls in-place are:

- System auditing has been enabled to track the data changes in TMS and all access to the PII data is audited.
- The system has been hardened according to the DHS, GSA, and PB-ITS policies and IT standards.

**3.4** Will the system monitor the public, GSA employees, or contractors?

None

**3.4 Explain:** Please elaborate as needed.

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TMS/eMuseum does not have monitoring capabilities/functionality.

**3.5** What kinds of report(s) can be produced on individuals?

The application works with Crystal Reports, which allows for the creation of custom reports, therefore reports with any data from the application can be generated.

**3.6** Will the data included in any report(s) be de-identified?

Yes

**3.6 Explain:** If so, what process(es) will be used to aggregate or de-identify the data?

The TMS team, when fulfilling Freedom of Information Act Requests, does de-identify information/data that is sensitive and should not be shared outside of GSA.

**3.6 Why Not:** Why will the data not be de-identified?

Data in any reports generated from TMS is generated for a specific business reason and therefore does not need to be de-identified.

**4.0 Limits on Using and Sharing Information**

**4.1:** Is the information in the system, application, or project limited to only the information that is needed to carry out the purpose of the collection?

Yes

**4.2:** Will GSA share any of the information with other individuals, federal and/or state agencies, or private-sector organizations?

Federal Agencies

**4.2How:** If so, how will GSA share the information?

Information about works of art and artist is shared with other Federal Agencies who display the works of art in their buildings/public spaces. The same is true when works of art are on loan to educational and cultural institutions. Data shared is limited to biographical information about the artists, most of which is likely already publicly available.

No PII or other sensitive information stored for the execution of legal agreements between the artist and GSA are shared external to GSA.

**4.3:** Is the information collected:

Directly from the Individual

**4.3Other Source:** What is the other source(s)?

- Migrated from legacy systems.
- Submitted by individuals.
- Submitted by a third party on behalf of individuals.
- Entered on behalf of individuals from information gathered from public sources.
- Information from GSA staff directories.
- Legacy Fine Arts Application and Art in Architecture database files and GSA staff directory.
- GSA/GOVT-9 System for Award Management (SAM).

**4.4:** Will the system, application, or project interact with other systems, applications, or projects, either within or outside of GSA?

No

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**4.4WhoHow:** If so, who and how?

**4.4Formal Agreement:** Is a formal agreement(s) in place?

No

**4.4NoAgreement:** Why is there not a formal agreement in place?

There are no system interactions, therefor no need for formal agreements to be in-place.

## **5.0 Data Quality and Integrity**

**5.1:** How will the information collected, maintained, used, or disseminated be verified for accuracy and completeness?

Data in the system originates from a variety of sources.

1. Submitted by individuals
2. Submitted by a third party on behalf of individuals
3. Entered on behalf of individuals from information gathered from public sources
4. Information from GSA staff directories, Legacy Fine Arts Application and Art in Architecture database files and GSA staff directory.
5. Artist representatives may submit information on behalf of their clients.
6. The Art in Architecture program personnel coordinate with Artist Representatives and verify along Gettys Union List of Artists Names or Who's Who in American Art for the completeness of the data on an ongoing basis.

## **6.0 Security**

**6.1a:** Who or what will have access to the data in the system, application, or project?

Only users with access to TMS will have access to PII, contracts, and other sensitive information about artists. All TMS users have been cleared to access GSA systems. Access is limited to GSA Federal employees and contractors.

The Denver Federal Center Museum (DFC Museum) uses TMS to catalog their collection and occasionally use the TMS constituent module to record information on manufacturers or donors. Their records contain addresses and other contact information; they do not have access to the telephone numbers or email addresses in other records.

**6.1b:** What is the authorization process to gain access?

User access to TMS is requested via an email sent to the Business Line POC in the Central Office. The request includes the roles the user requires. Approvals for access to TMS require the approval of the Business Line Administrator (who also fulfills the Superuser role in TMS). The request is then forwarded to the TMS Project Manager who then asks DailyOps to create the account on the backend.

**6.2:** Has a System Security Plan (SSP) been completed for the Information System(s) supporting the project?

Yes

**6.2a:** Enter the actual or expected ATO date from the associated authorization package.

4/7/2017

**6.3:** How will the system or application be secured from a physical, technical, and managerial perspective?

The TMS information system is maintained within GSA internal Wide Area Network (WAN) and within the Public Buildings Information Technology Services (PB-ITS) Information Technology (TechOps) security boundary. The PB-ITS Project Manager (PM) and TechOps Information System Security Officer (ISSO) ensure all GSA IT Security Policies are followed and/or performed by the supporting information system's operational personnel.

**6.4:** Are there mechanisms in place to identify and respond to suspected or confirmed security incidents and breaches of PII?

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Yes

**6.4What:** What are they?

All contractors and employees of GSA are required to follow GSA's IT Security Procedural Guide: Incident Response (IR) CIO-IT Security-01-02.

The specific role that PB-ITS personnel have in the Incident Response process is to report any suspected incidents to GSA's Incident Response Team. Procedures for how to report incidents are documented in PB-ITS Information Technology (TechOps) Incident Reporting Procedure. Additionally, PB-ITS personnel coordinate as needed with GSA's Incident Response Team to provide support and additional information throughout the IR process. The TechOps ISSO trains TMS personnel annually regarding their role and responsibilities related to IR.

## **7.0 Individual Participation**

**7.1:** What opportunities do individuals have to consent or decline to provide information?

Through their interaction with GSA personnel, they have the opportunity to update their personal data maintained in TMS. Additionally, authorized artists representatives may also update information about the artists and themselves through their interactions with GSA personnel.

Artists nor their representative have logical access to TMS, eMuseum or gsa.gov to edit data.

Overall, everyone in the database has opted in to the collection.

**7.1Opt:** Can they opt-in or opt-out?

Yes

**7.1Explain:** If there are no opportunities to consent, decline, opt in, or opt out, please explain.

**Commissioned artists and Peer Program artists have opted-in to the program and subsequent data collection.**

**7.2:** What are the procedures that allow individuals to access their information?

TMS does not allow for individuals to access the PII data within the information system directly.

The Art in Architecture program personnel coordinate with the Artist and/or the Artist Representatives and verify along Getty's Union List of Artists Names or Who's Who in American Art for the completeness of the data on an ongoing basis. The date the data is entered/collected will remain associated with the data and updated accordingly. Individuals will be contacted periodically to update/verify their information. If there is no response their record may be marked inactive or deleted.

TMS is registered with the Office of the Federal Register for purpose of addressing the Privacy Act requests.

**7.3:** Can individuals amend information about themselves?

Yes

**7.3How:** How do individuals amend information about themselves?

Individuals amend data about themselves by contacting TMS personnel who then make the applicable data updates in the TMS system.

## **8.0 Awareness and Training**

**8.1:** Describe what privacy training is provided to users, either generally or specifically relevant to the system, application, or project.

GSA requires all staff to complete privacy and security training. All TMS personnel are GSA or contractor employees that are required to certify GSA PII training requirements annually.

## **9.0 Accountability and Auditing**

**9.1:** How does the system owner ensure that the information is used only according to the stated practices in this PIA?

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The TMS information system provides audit information based on NIST 800-53 R4 AC and AU security controls. As part of TMS's Statement of Work (SOW) with the system's developer, a Non Disclosure Agreement (NDA) is in-place with the vendor. As part of the PB-ITS TechOps SOW with the O&M vendor, an NDA is in-place with the vendor. Annually, the PB-ITS PM performs annual user recertification of TMS users to validate their Need to Know/Need to Access is required. Annually, the PB-ITS TechOps Security Team performs annual privileged access admin recertification for the operating systems and databases on which TMS is operated.

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