GET TO KNOW YOUR PRIVACY OFFICER

Do you know your facility’s Privacy Officer (PO) and how he or she can assist you?

The following are key duties of a VA Privacy Officer:

- Represents privacy across VA and helps to ensure that VA’s privacy policies are implemented at the local level.
- Promotes employee awareness of VA’s responsibility to protect the personally identifiable information (PII) of Veterans, their families, beneficiaries, and fellow employees.
- Understands and ensures local facility comply with federal privacy laws and privacy related VA policies, such as the Privacy Act, Health Insurance Portability and Accountability Act (HIPAA), Federal Information Security Management Act (FISMA), and related directives and handbooks. These laws and Agency guidance help Privacy Officers protect the PII maintained by VA.
- Responds alongside the Information Security Officer (ISO) to and investigates privacy complaints and incidents reported by employees and Veterans.
- Informs employees of required privacy awareness training requirements and deadlines, and tracks compliance.
- Works with the System Manager, System Owner, and ISO to ensure that required Privacy Threshold Analysis are completed annually on VA’s major and minor systems and applications.

If you have privacy questions or need to report an incident, contact your PO immediately!
WHAT IS PII?

PII (Personally Identifiable Information) is all protected and non-protected personal information that identifies, or can be used to identify, locate, or contact (or impersonate) an individual.

Examples of PII are:

- Full Name (if not common)
- Social Security Number
- Vehicle Registration Plate
- Credit Card Numbers
- Birthplace
- Screen Name
- Debit Cards
- Home Address
- Passport Number
- Driver’s License Number
- Digital Identity
- Telephone Number
- Nickname
- Mother’s Maiden Name
- Email Address (if private)
- Medical Records
- Fingerprint
- Date of Birth
- Login Name
- Certification Numbers
- Phone Number/Fax Number

TOP WAYS TO PROTECT PII

- Build Strong Computer Passwords.
- Update and Change Passwords.
- Lock Your Computer Station When Away from Your Computer.
- Do not leave documents that contain PII on printers and fax machines.
- Do not leave files or documents containing PII unsecured on your desk when you are not there.
- Beware of phishing emails, such as any suspicious any email that:
  - You are not expecting to receive.
  - Requests your PII (account numbers, SSN, username, passwords, birth date, etc.).
  - Requires you to urgently take action (e.g., verify your account or login to prevent your account from being closed).
  - Does not look like a legitimate business website (e.g., logos appear funny, spelling errors).
  - Has a different URL than the one you are familiar.
  - Contains documents that shuts down and/or relaunches after you open it.
About VA Privacy Service

The U.S. Department of Veterans Affairs (VA) Privacy Service is a vital part of the Office of Privacy and Records Management (OPRM). It is responsible for overseeing, directing, and establishing the long- and short-term goals for VA's Enterprise Privacy Program. Its mission is to preserve and protect the personally identifiable information (PII) of Veterans, their beneficiaries, and VA employees and contractors by promoting a culture of privacy awareness and maintaining the trust of those they serve.

Founded in 2002 in an effort to protect the privacy of Veteran and employee data, VA Privacy Service administers its programs based on the Privacy Act of 1974. VA Privacy Service identifies privacy needs and implements strategies to meet those needs Department-wide. It advises senior officials on data management and the feasibility of the Department’s privacy priorities and implementation plans.

As privacy begins to transform the Federal government's business process, VA Privacy Service understands the significance of developing consistent, informative communications and outreach with internal stakeholders on the importance of privacy. In doing so, VA Privacy Service has worked to build a culture of privacy awareness Department-wide. In October of 2015, the office launched a 12-month awareness campaign that targets internal stakeholders, teaching the significance of building trust through protecting privacy.

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LaShaunné G. David
Director, Privacy Service
U.S. Department of Veterans Affairs (VA)

LaShaunné G. David serves as Director of VA Privacy Service, where she leads Department-wide efforts to embed privacy considerations in VA policy, program planning, operations and Stakeholder communication; and advises on matters having privacy impact.

Prior to joining VA, Ms. David served as Deputy Chief Privacy Officer, Department of Homeland Security (DHS), U.S. Citizenship and Immigration Services (USCIS), managing agency-wide program operations. During her tenure at Department of Commerce, U.S. Census Bureau, Ms. David successfully managed partnerships with national non-governmental organizations; worked as a statistician assessing attitudes and behaviors toward participation in the Census count; and assisted in the stand-up, and operation of, the agency's Privacy Office. Her private sector experience includes several leadership positions within the financial services industry including as Assistant Vice President and Banking Center Officer at a multinational banking corporation; and as Financial Advisor at a Fortune 500 insurance and financial services company.

Ms. David earned a Master's Certificate in Project Management from the George Washington University and a Bachelor of Business Administration from Howard University. She is a Certified Information Privacy Professional/Government (CIPP/G) and member of the African American Federal Executive Association (AAFEA) and Executive Women in Government (EWG).

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Mike Yeh
Assistant General Counsel
Worldwide Public Sector at Microsoft

Mike Yeh is the Assistant General Counsel responsible for Microsoft’s Worldwide Public Sector business. His work today is focused on helping public sector customers – whether in education, health or government – navigate novel regulatory and policy issues that have surfaced as a result of the transition from traditional, on premise software solutions to hyper-scale cloud services.

Prior to joining Microsoft, Mr. Yeh was with the law firm of Arnold & Porter in Washington D.C, where he represented clients in antitrust litigation matters and investigations by the U.S. Federal Trade Commission and the Department of Justice. He has a law degree and a master's degree in public affairs from the University of Minnesota and a Bachelor's degree from Cornell University.

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John Krebs
Attorney, Division of Privacy and Identity Protection, Identity Theft Program
US Federal Trade Commission

John Krebs is an attorney with the Federal Trade Commission’s Division of Privacy and Identity Protection, where he currently leads the Identity Theft Program. The Commission’s Identity Theft Program seeks to protect consumers by enforcing several statutes and rules pertaining to identity protection or the safeguarding of personal information that, if compromised, could result in identity theft. The Commission also provides resources for victims of identity theft, including IdentityTheft.gov, and conducts extensive outreach to consumers, businesses and law enforcement on identity protection matters. Prior to leading the Identity Theft Program, Mr. Krebs served as a litigator in the Commission’s recent data security litigations.

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Hannah Bergman is NARA’s Chief Privacy Officer and Counsel for Privacy and Information Policy. She coordinates NARA’s approach to data and information governance, and advises on privacy and legal issues facing the National Archives. She also provides advice on the Federal Records Act and what it requires of agencies. She has been instrumental in NARA's efforts to implement the Managing Government Records Directive which requires agencies to manage all email and permanent electronic records electronically. In addition, Hannah advises on privacy and access issues related to NARA's own records and the holdings in the National Archives. She also provides ethics advice to NARA employees as a deputy ethics official, represents management in labor and employment law matters and.