

**U.S. Department of Commerce  
U.S. Census Bureau**



**Privacy Impact Assessment  
for  
OMB Control No. 0690-0038  
Registration Information for the ACS Data Users Conference**

Reviewed by:

---

Office Chief and Chief Privacy Officer  
Policy Coordination Office, U.S. Census Bureau

Approved by:

---

Chief Privacy Officer and Director of Open Government  
U.S. Department of Commerce

## **Introduction: Why the information is being collected.**

The Census Bureau hosts a biennial conference which brings together American Community Survey (ACS) data users and Census Bureau staff to share information about key ACS data issues and applications. The conference includes contributed presentations by ACS data users, invited plenary panels, breakout sessions, and Census Bureau led product demonstrations of key data access tools.

This information is being collected to facilitate the registration and management of the ACS Data Users Conference. The Population Reference Bureau (PRB), a U.S. Census Bureau contractor, is collecting the data on behalf of the Census Bureau using the BigMarker platform. PRB purchased the platform to collect conference registration and host the virtual event sessions. Data will be transferred from PRB to the Census Bureau via secure, encrypted communication tools. Registration data will be maintained on local shared drives, limited to staff with a need to know. To learn more about the PRB, visit: <https://www.prb.org/>. To learn more about the BigMarker platform, visit: <https://www.BigMarker.com/>.

## **Section 1: What information will be collected.**

The following information will be collected:

- First name
- Last name
- Email address
- Company / Organization
- State
- Country
- Data User Group Affiliation
- Whether the attendee is a Census Bureau employee

## **Section 2: How the information will be used.**

The information will be used by Census Bureau staff in its American Community Survey Office and contractors from the PRB to manage attendance for the 2025 ACS Data Users Conference. Specifically, the information will be used to:

- Confirm registration and attendance;
- Provide event updates and logistical information;
- Facilitate accommodations or special requests (if applicable);
- Generate nametags or participant lists (if applicable); and

- Support post-event evaluations and follow-up communications.

### **Section 3: Whether the information will be shared.**

The registration information will be used only for the purposes described above and, apart from the disclosure from the PRB to the Census Bureau, will not be shared with any other third parties outside the federal government except as required by law and consistent with the routine uses included in COMMERCE/DEPT-23, Information Collected Electronically in Connection with Department of Commerce Activities, Events, and Programs.

### **Section 4: Notice or opportunities to consent.**

Individuals are presented with a Privacy Act statement informing them that providing the information is voluntary, but that failure to provide the requested information may prevent their participation in the event. Individuals do not have the opportunity to consent to the sharing of their information.

### **Section 5: How the information is secured.**

PRB staff are Census Bureau special sworn staff and are sworn to protect the data as Census Bureau employees are sworn. They are subject to the same legal obligations and penalties as Census Bureau staff. Title 13 of the U.S. Code permits these activities under Section 23 (c).

Conference registration information will be collected using the BigMarker platform, which was purchased by the PRB to assist with planning the ACS Data Users Conference. BigMarker has worked with other federal agencies and offers SOC 2 Type II certification, standard data processing agreement (DPA) terms, and multi-factor authentication to protect user information.

PRB's cybersecurity measures include multifactor authentication, firewall protection, email screening for spam and phishing attempts, access restrictions for sensitive data, and ongoing user training. A third-party IT firm provides a Chief Information Officer and relevant expertise to continually analyze and update the contractor's computer systems to ensure they are secure. The contractor also has 24/7/365 IT support to promptly troubleshoot and respond to possible issues.

Once transferred to the Census Bureau, registration information will be saved on a Census Bureau secure network drive, which provide secure and centralized file storage.

**Section 6: Whether the information will be maintained in a Privacy Act system of records.**

The information will be maintained in COMMERCE/DEPT-23, Information Collected Electronically in Connection with Department of Commerce Activities, Events, and Programs (78 FR 33807 and 78 FR 42038).