EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET WASHINGTON, D.C. 20503

On January 21, 2009, the President issued a memorandum calling for the establishment of "a system of transparency, public participation, and collaboration."



¹ The memorandum required

an Open Government Directive to be issued by the Director of the Office of Management and Bupleen (OIMB) himptinciples "sexteforth endtpiantmeents and lange" dimplements is gether resident's memorandum, OMB's Open Government Directive requires a series of measures to promote the commitments to transparency, participation, and collaboration.

As the Internet continues to evolve, the Federal Government has new opportunities to promote these commitments by engaging with citizens, explaining what Federal agencies are that he continued to the continue to the contin

For government agencies, the potential benefits of web measurement and customization technologies are clear. With the help of such technologies, agencies will be able to allow users to customize their settings, avoid filling out duplicative information, and navigate websites more queckly and the significant description of the control of the control

At the same time, OMB is acutely aware of, and sensitive to, the unique privacy questions raised by government uses of such technologies. Any such uses must not compromise or invade personal privacy. It is important to provide clear, firm, and unambiguous protection against any uses that would compromise or invade personal privacy.

This Memorandum establishes new procedures and provides updated guidance and requirements for agency use of web measurement and customization technologies. The central goal is to respect and safeguard the privacy of the American public while also increasing the Federal Government's ability to serve the public by improving and modernizing its activities online. Any use of such technologies must be respectful of privacy, open, and transparent, and solely for the purposes of improving the Federal Government's services and activities online.

For agency questions about this Memorandum, agencies should contact OMB at infopolicy-oira@omb.eop.gov.

Thank you for your cooperation.

Attachments

Attachment 1

a. Comparable information and services.

located at www.[agency].gov/open, with a mechanism for the public to provide feedback on the results.

Attachment 2

Process for Agency Use of Web Measurement and Customization Technologies

1. **Privacy Policy.** Federal agencies using web measurement and customization technologies in a manner subject to Tier 1 or Tier 2 are authorized to use such technologies so long as the agencies (1) are in compliance with this

Attachment 3

Required Additions to the Agency Privacy Policy when Web Measurement and Customization Technologies are Used

The following items must be added as part of the agency's online Privacy