

EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503



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.

a. **Comparable information and services.**

located at [www.\[agency\].gov/open](http://www.[agency].gov/open),⁶ 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