



**UNITED STATES
POSTAL SERVICE**

USPS

***Building a
Privacy and Consumer Policy
Program***

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Privacy Office and Consumer Policy

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BACKGROUND

USPS – Scope & Model

■ Scope:

- 707,000 employees
- 38,000 retail locations – 7.5M customer transactions daily
- 206B mail pieces yearly – mail industry 8% of U.S. GDP
- One of largest govt. websites (approx. 1M daily hits)
- 70+ customer databases – 8 customer call centers
- 550,000 devices / 129,000 users:



■ Business Model:

- Independent government entity
- Transformation Plan and Postal Reform



PRIVACY & CONSUMER POLICY

Bird's Eye View

Mission

- Build strong consumer policies and privacy
- Research internal and external trends
- Work cross-functionally

PROGRAM	INTERNAL SUPPORT	EXTERNAL INTEGRATION
PEOPLE	Enterprise Data Warehouse	Government
POLICIES	Web Strategy & Registration Comm.'s	Industry CPOs
PROCESSES	Information Security processes	Advocates
PUBLICATION	Meter industry Workgroup	Organizations
MAINTENANCE	Human Capital Steering Committee	Projects
Records Office	Intelligent Mail	
FOIAs		
Questions / Inquiries		
BIAs		



Overview

Principles

■ Public Sector

- Privacy Act
- OMB / websites
- E-govt Act

■ Private Sector

- FTC
- Marketing
- GLB



Notice

Choice

Access

Redress

Security



Harm principle

Balance



PRIVACY & CONSUMER POLICY

Hot Button Issues

- **Policies**
 - Data management: sources, uses, sharing
 - Records

- **Processes**
 - Permission databases
 - PIAs

- **Publication**
 - Notices
 - Training



PRIVACY & CONSUMER POLICY

Program Metrics

- **usps.com**
 - 10% more customers found short notice clearer
 - Privacy policy page average - 4200 hits/month
 - BIA page averages - 430 hits/month

- **Business Impact Assessments (BIAs)**
 - 418 BIAs completed between 3/03 - 3/05
 - Average to-date 17/month
 - Average 2004 - 7/month

- **FOIA requests**
 - 830 requests processed in 2004
 - Trend is down 4%
 - Average processing time 39 days/request



CONSUMER STRATEGY

CONSUMER POLICIES - Scope

Proactive, consumer-based policies that enhance the customer's experience

- **Support major activities**
 - domestic & Intl claims
 - forwarding services
 - automated equipment
 - committees

- **Drive change in policies/procedures for customers**
 - research and analyze top issues
 - partner with program owners to drive change
 - channel integration



Contact Information

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