USPS

Building a Privacy and Consumer Policy Program

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Privacy Office and Consumer Policy

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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
**Mission**

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

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Overview

Principles

- **Public Sector**
  - Privacy Act
  - OMB / websites
  - E-govt Act

- **Private Sector**
  - FTC
  - Marketing
  - GLB

- Notice
- Choice
- Access
- Redress
- Security

- Harm principle
- Balance
Hot Button Issues

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

- Processes
  - Permission databases
  - PIAs

- Publication
  - Notices
  - Training
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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