



**UNITED STATES  
POSTAL SERVICE**

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***USPS***

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

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**Zoë Strickland, Chief Privacy Officer**

**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

**Chief Privacy Officer**  
**Zoe Strickland**

**[zoe.c.strickland@usps.gov](mailto:zoe.c.strickland@usps.gov)**  
**[privacy@usps.com](mailto:privacy@usps.com)**

**PRIVACY OFFICE**  
**US POSTAL SERVICE**  
**475 LENFANT PLZ SW RM 10407**  
**WASHINGTON DC 20260- 2200**