



**INTERNET ATTRIBUTION MANAGEMENT  
INFRASTRUCTURE:  
IMPACT AND USE POLICY**

**APRIL 11, 2021**

**SUMMARY OF CHANGES BETWEEN DRAFT & FINAL POLICY**

<b>Update</b>	<b>Description of Update</b>
Removed statement that internet attribution management infrastructure does not use artificial intelligence and machine learning.	Public comments highlighted a lack of industry-standard definitions for artificial intelligence and machine learning.
Expanded upon internet attribution management infrastructure capabilities.	Added language describing how internet attribution management infrastructure compliments other NYPD technologies.
Expanded upon internet attribution management infrastructure rules of use.	Added language clarifying internet attribution management infrastructure rules of use.
Expanded upon internet attribution management infrastructure safeguards and security measures.	Added language regarding information security. Added language to reflect the removal of access to internet attribution management infrastructure when job duties no longer require access.
Expanded upon internet attribution management infrastructure data retention.	Added language to reflect NYPD obligations under federal, state and local record retention laws.
Expanded upon internet attribution management infrastructure external entities section.	Added language to reflect NYPD obligations under the local privacy laws.
Minor grammar changes.	Minor syntax edits were made.

## **ABSTRACT**

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Through its continued growth and availability, the internet makes information more accessible across the world and is intertwined in the daily lives of billions of people. Just as these constantly evolving technological advances provide end users with personal benefits, they also provide new environments for criminal activity to occur. As a result, the New York City Police Department (NYPD) utilizes internet attribution management infrastructure to provide its personnel with the capability to safely, securely, and covertly access the internet in this dynamic environment in furtherance of public safety.

The NYPD produced this impact and use policy because internet attribution management infrastructure includes equipment, software, and systems that may be used to collect, retain or process audio, video, location or similar information, and sharing the information with NYPD personnel.

## **CAPABILITIES OF THE TECHNOLOGY**

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The internet works through the exchange of information between networks and devices. For example, in order to view a website, the Internet Protocol (IP) address connected to the device being used to view the website must be shared so that the contents of the website can be routed to the device for viewing. An IP address can be used to identify the Internet Service Provider for that IP address and geolocation information (e.g., Country, State, City, and Postal Code) connected to the IP address. Further, in order track the internet activities of visitors, personalize content, and save information about a user, the website may send a cookie to the browser on the device used to access the website.

Over time, activities on the internet and the pieces of information left behind from those activities accumulate, resulting in what has been referred to as a “digital footprint” that is capable of identifying an individual user, as well as detecting human versus non-human internet traffic. For a member of the public, the content of a digital footprint may make the difference between whether a website grants immediate access to information or requires additional user authentication. For law enforcement, the content of a digital footprint may make the difference between whether a target of a criminal investigation detects the police affiliation of an undercover officer, placing their life and safety in jeopardy.

Recognizing these high stakes, the NYPD uses internet attribution management infrastructure to manage digital footprints and allow its personnel to safely, securely, and covertly conduct investigations and detect possible criminal activity on the internet.

The types of equipment utilized by the NYPD for its internet attribution management infrastructure include computer servers, internet lines, switches, modems, and routers, virtual private networks, remote desktop software, desktop and laptop computers, tablets, and smartphones.

The information that is ultimately accessible to NYPD personnel utilizing this equipment is limited to publicly available information or the information that is viewable as a result of the privacy settings, privacy practices, and access limitations of an internet environment (e.g., chatrooms, social media profiles, messaging applications) or subject of investigation.

The NYPD does not use its internet attribution management infrastructure to engage in unauthorized access or “hacking” of electronic devices, and this infrastructure does not use any biometric measuring technologies. NYPD internet attribution management infrastructure does not use facial recognition technologies and cannot conduct facial recognition analysis. However, a still image obtained using the technology may be used as a probe image for facial recognition analysis.<sup>1</sup>

### **RULES, PROCESSES & GUIDELINES RELATING TO USE OF THE TECHNOLOGY**

The NYPD internet attribution management infrastructure policy seeks to balance the public safety benefits of this technology with individual privacy. Internet attribution management infrastructure must be used in a manner consistent with the requirements and protection of the Constitution of the United States, the New York State Constitution, and applicable statutory authorities.

The NYPD does not use its internet attribution management infrastructure to engage in unauthorized access or “hacking” of electronic devices. NYPD internet attribution management infrastructure may only be used by NYPD personnel for legitimate law enforcement purposes.

Internet attribution management infrastructure may be used in any situation the supervisory personnel responsible for oversight deems appropriate. The underlying facts are considered on a case-by-case basis prior to the utilization of the technology, including the legitimate law enforcement purpose to utilize the technology in a given circumstance.

The NYPD does not seek court authorization to use its internet attribution management infrastructure. Internet attribution management infrastructure allows NYPD personnel to access the internet to view publicly available information and engage in undercover activity to covertly obtain information in investigations in a manner that does not violate the law, including not using its infrastructure to obtain information violating reasonable expectations of privacy.

In accordance with the Public Oversight of Surveillance Technology Act, an addendum to this impact and use policy will be prepared as necessary to describe any additional uses of internet attribution management infrastructure.

NYPD investigations involving political activity are conducted by the Intelligence Bureau, which is the sole entity in the NYPD that may conduct investigations involving political activity pursuant to the *Handschu* Consent Decree.

No person will be the subject of police action solely because of actual or perceived race, color, religion or creed, age, national origin, alienage, citizenship status, gender (including gender identity), sexual orientation, disability, marital status, partnership status, military status, or political affiliation or beliefs.

The misuse of internet attribution management infrastructure will subject employees to administrative and potentially criminal penalties.

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<sup>1</sup> For additional information on facial recognition, please refer to the facial recognition impact and use policy.

### **SAFEGUARD & SECURITY MEASURES AGAINST UNAUTHORIZED ACCESS**

The equipment used by the NYPD for its internet attribution management infrastructure is kept within NYPD facilities and/or stored in locations that are inaccessible to the public. NYPD personnel seeking access to the equipment and associated contents of internet attribution management infrastructure are authenticated by username and/or password. A supervisor must periodically account for the equipment used for internet attribution management infrastructure.

Access to NYPD internet attribution management infrastructure is limited to NYPD personnel with an articulable need to use the technology in furtherance of a lawful duty. Access to internet attribution management technologies is removed when the technology is no longer necessary for NYPD personnel to fulfill their duties (e.g., when personnel are transferred to a command that does not use the technology).

This information obtained by using internet attribution management infrastructure is retained within an NYPD computer or case management system. Only authorized users have access to this information. NYPD personnel utilizing computer and case management systems are authenticated by username and password. Access to case management and computer systems is limited to personnel who have an articulable need to access the system in furtherance of lawful duty. Access rights within NYPD case management and computer systems are further limited based on lawful duty. Authorized users can only access data and perform tasks allocated to them by the system administrator according to their role.

The NYPD has a multifaceted approach to secure data and user accessibility within NYPD systems. The NYPD maintains an enterprise architecture (EA) program, which includes an architecture review process to determine system and security requirements on a case by case basis. System security is one of many pillars incorporated into the EA process. Additionally, all NYPD computer systems are managed by a user permission hierarchy based on rank and role via Active Directory (AD) authentication. Passwords are never stored locally; user authentication is stored within the AD. The AD is managed by a Lightweight Directory Access Protocol (LDAP) to restrict/allow port access. Accessing NYPD computer systems remotely requires dual factor authentication. All data within NYPD computer systems are encrypted both in transit and at rest via Secure Socket Layer (SSL)/Transport Layer Security (TLS) certifications which follow industry best practices.

NYPD personnel must abide by security terms and conditions associated with computer and case management systems of the NYPD, including those governing user passwords and logon procedures. NYPD personnel must maintain confidentiality of information accessed, created, received, disclosed or otherwise maintained during the course of duty and may only disclose information to others, including other members of the NYPD, only as required in the execution of lawful duty.

NYPD personnel are responsible for preventing third parties unauthorized access to information. Failure to adhere to confidentiality policies may subject NYPD personnel to disciplinary and/or criminal action. NYPD personnel must confirm the identity and affiliation of individuals requesting information from the NYPD and determine that the release of information is lawful prior to disclosure.

Unauthorized access of any system will subject employees to administrative and potentially criminal penalties.

### **POLICIES & PROCEDURES RELATING TO RETENTION, ACCESS & USE OF THE DATA**

Information obtained by using internet attribution management infrastructure may only be used for legitimate law enforcement purposes or other official business of the NYPD, including in furtherance of criminal investigations, civil litigations, and disciplinary proceedings. Information relevant to an investigation is stored in an appropriate NYPD computer or case management system. NYPD personnel utilizing computer and case management systems are authenticated by username and password. Access to computer and case management is limited to personnel who have an articulable need to access the system in furtherance of lawful duty. Access rights within NYPD case management and computer systems are further limited based on lawful duty.

The Retention and Disposition Schedule for New York Local Government Records (the Schedule) establishes the minimum length of time local government agencies must retain their records before the records may be legally disposed.<sup>2</sup> Published annually by the New York State Archives, the Schedule ensures compliance with State and Federal record retention requirements. The NYC Department of Records and Information Services (DORIS) publishes a supplemental records retention and disposition schedule (the Supplemental Schedule) in conjunction with the Law Department specifically for NYC agencies in order to satisfy business, legal, audit and legal requirements.<sup>3</sup>

The retention period of a “case investigation record” depends on the classification of a case investigation record. The classification of case investigation records is based on the final disposition of the case, i.e., what the arrestee is convicted of or pleads to. Further, case investigations are not considered closed unless it results in prosecution and appeals are exhausted, it results in a settlement, it results in no arrest, or when restitution is no longer sought.

Case investigation records classified as a homicide, suicide, arson (first, second or third degree), missing person (until located), aggravated sexual assault (first degree), course of sexual conduct against a child (first degree), active warrant, or stolen or missing firearms (until recovered or destroyed), must be retained permanently. Case investigation records classified as a fourth degree arson or non-fatal (including vehicular accidents) must be retained for a minimum of ten (10) years after the case is closed. Case investigation records classified as any other felony must be retained for a minimum of twenty-five (25) years after the case is closed. Case investigation records classified as a misdemeanor must be retained for a minimum of five (5) years after the case is closed. Case investigation records classified as a violation or traffic infraction must be retained for a minimum of one (1) year after the case is closed. Case investigation records classified as an offense against a child as defined by the Child Victims Act, excluding aggravated sexual assault (first degree), course of sexual conduct against a child (first degree), must be retained until the child attains at least age fifty-five (55). Case investigation records connected to an investigation

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<sup>2</sup> See N.Y. Arts & Cult. Aff. Law § 57.19 - 25, and 8 NYCRR Part 185.

<sup>3</sup> See NYC Charter 3003.

that reveals no offense has been committed by an adult must be kept for a minimum of five (5) years after the case is closed. Case investigation records connected to an investigation that reveals the individual involved was a juvenile and no arrest was made or no offense was committed must be kept for at least one (1) year after the juvenile attains age eighteen (18).

Personal information data files on criminals and suspects must be retained for at least five (5) years after the death of the criminal or suspect, or ninety (90) years after the criminal or suspect's date of birth as long as there has been no arrest in the last five (5) years, whichever is shorter. Personal information data files on associated persons, such as victims, relatives and witnesses must be retained as long as, or information as part of relevant case investigation record.

The misuse of any information will subject employees to administrative and potentially criminal penalties.

### **POLICIES & PROCEDURES RELATING TO PUBLIC ACCESS OR USE OF THE DATA**

Members of the public may request information obtained from NYPD use of internet attribution management infrastructure pursuant to the New York State Freedom of Information Law. The NYPD will review and evaluate such requests in accordance with applicable provisions of law and NYPD policy.

### **EXTERNAL ENTITIES**

If the NYPD obtains material related to a criminal case by using internet attribution management infrastructure, the NYPD will turn it over to the prosecutor with jurisdiction over the matter. Prosecutors will provide the material to the defendant(s) in accordance with criminal discovery laws.

Other law enforcement agencies may request information contained in NYPD computer or case management systems in accordance with applicable laws, regulations, and New York City and NYPD policies. Additionally, the NYPD may provide information to partnering law enforcement and city agencies pursuant to on-going criminal investigations, civil litigation, and disciplinary proceedings. Information will not be shared in furtherance of immigration enforcement.

Following the laws of the State and City of New York, as well as NYPD policy, information may be provided to community leaders, civic organizations and the news media in order to further an investigation, create awareness of an unusual incident, or address a community-concern.

Pursuant to NYPD policy and local law, NYPD personnel may disclose identifying information externally only if:

1. Such disclosure has been authorized in writing by the individual to whom such information pertains to, or if such individual is a minor or is otherwise not legally competent, by such individual's parent or legal guardian and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;
2. Such disclosure is required by law and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;



3. Such disclosure furthers the purpose or mission of the NYPD and has been approved in writing by the Agency Privacy Officer assigned to the Legal Bureau;
4. Such disclosure has been pre-approved as in the best interests of the City by the City Chief Privacy Officer;
5. Such disclosure has been designated as routine by the Agency Privacy Officer assigned to the Legal Bureau;
6. Such disclosure is in connection with an investigation of a crime that has been committed or credible information about an attempted or impending crime; or
7. Such disclosure is in connection with an open investigation by a City agency concerning the welfare of a minor or an individual who is otherwise not legally competent.

Government agencies at the local, state, and federal level, including law enforcement agencies other than the NYPD, have limited access to NYPD computer and case management systems. Such access is granted by the NYPD on a case by case basis subject to the terms of written agreements between the NYPD and the agency receiving access to a specified system. The terms of the written agreements also charge these external entities with maintaining the security and confidentiality of information obtained from the NYPD, limiting disclosure of that information without NYPD approval, and notifying the NYPD when the external entity receives a request for that information pursuant to a subpoena, judicial order, or other legal process. Access will not be given to other agencies for purposes of furthering immigration enforcement.

The NYPD purchases internet attribution management infrastructure and associated equipment or Software as a Service (SaaS)/software from approved vendors. The NYPD emphasizes the importance of and engages with vendors and contractors to maintain the confidentiality, availability, and integrity of NYPD technology systems.

Vendors and contractors may have access to NYPD internet attribution management infrastructure associated software or data in the performance of contractual duties to the NYPD. Such duties are typically technical or proprietary in nature (e.g., maintenance or failure mitigation). In providing vendors and contractors access to equipment and computer systems, the NYPD follows the principle of least privilege. Vendors and contractors are only allowed access on a “need to know basis” to fulfill contractual obligations and/or agreements.

Vendors and contractors providing equipment and services to the NYPD undergo vendor responsibility determination and integrity reviews. Vendors and contractors providing sensitive equipment and services to the NYPD also undergo background checks.

Vendors and contractors are legally obligated by contracts and/or agreements to maintain the confidentiality of NYPD data and information. Vendors and contractors are subject to criminal and civil penalties for unauthorized use or disclosure of NYPD data or information.

If information obtained using NYPD internet attribution management infrastructure is disclosed in a manner violating the local Identifying Information Law, the NYPD Agency Privacy Officer, upon becoming aware, must report the disclosure to the NYC Chief Privacy Officer as soon as practicable. The NYPD must make reasonable efforts to notify individuals effected by the disclosure in writing when there is potential risk of harm to the individual, when the NYPD determines in consultation with the NYC Chief Privacy Officer and the Law Department that



notification should occur, or when legally required to do so by law or regulation. In accordance with the Identifying Information Law, the NYC Chief Privacy Officer submits a quarterly report containing an anonymized compilation or summary of such disclosures by City agencies, including those reported by the NYPD, to the Speaker of the Council and makes the report publically available online.

## **TRAINING**

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NYPD personnel utilizing internet attribution management infrastructure receive command level training on the proper operation of the technology and associated equipment. NYPD personnel must use internet attribution management infrastructure in compliance with NYPD policies and training.

## **INTERNAL AUDIT & OVERSIGHT MECHANISMS**

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The use of internet attribution management infrastructure, including the reasons for its use, must be discussed with a supervisor. Supervisors of personnel utilizing internet attribution management infrastructure are responsible for security and proper utilization of the technology and associated equipment. Supervisors are directed to inspect all areas containing NYPD computer systems at least once each tour and ensure that all systems are being used within NYPD guidelines.

All NYPD personnel are advised that NYPD computer systems and equipment are intended for the purposes of conducting official business. The misuse of any system or equipment will subject employees to administrative and potentially criminal penalties. Allegations of misuse are internally investigated at the command level or by the Internal Affairs Bureau (IAB).

Integrity Control Officers (ICOs) within each Command are responsible for maintaining the security and integrity of all recorded media in the possession of the NYPD. ICOs must ensure all authorized users of NYPD computer systems in their command understand and comply with computer security guidelines, frequently observe all areas with computer equipment, and ensure security guidelines are complied with, as well as investigating any circumstances or conditions which may indicate abuse of the computer systems.

Requests for focused audits of computer activity from IAB, Commanding Officers, ICOs, Investigations Units, and others, may be made to the Information Technology Bureau.

## **HEALTH & SAFETY REPORTING**

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There are no known health and safety issues associated with internet attribution management infrastructure or the associated equipment.

## **DISPARATE IMPACTS OF THE IMPACT & USE POLICY**

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The safeguards and audit protocols built into this impact and use policy for NYPD internet attribution management infrastructure mitigate the risk of impartial and biased law enforcement. Internet attribution management infrastructure is only capable of accessing information made available to NYPD personnel on the internet. Internet attribution management infrastructure does not use any biometric measurement technologies.

The NYPD is committed to the impartial enforcement of the law and to the protection of constitutional rights. The NYPD prohibits the use of racial and bias-based profiling in law enforcement actions, which must be based on standards required by the Fourth and Fourteenth Amendments of the U.S. Constitution, Sections 11 and 12 of Article I of the New York State Constitution, Section 14-151 of the New York City Administrative Code, and other applicable laws.

Race, color, ethnicity, or national origin may not be used as a motivating factor for initiating police enforcement action. When an officer's decision to initiate enforcement action against a person is motivated even in part by a person's actual or perceived race, color, ethnicity, or national origin, that enforcement action violates NYPD policy unless the officer's decision is based on a specific and reliable suspect description that includes not just race, age, and gender, but other identifying characteristics or information.