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Why PAIG? Who are we? What do we do?

Core Missions

Focus Areas
- Legal, Policy, Privacy
- Training & Tradecraft
- Outreach/Collaboration

Commercial Tools
- Venntel

Training
- 101: Basic Capabilities Brief
- Fundamentals
- Multiple Sessions
- Coordinated with
(b) (7)(E), (b) (6), (b) (7)(C)
<table>
<thead>
<tr>
<th>Workflow</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requests Logged and Tracked</strong></td>
</tr>
<tr>
<td><strong>Access Controlled</strong></td>
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<td>CBP System of Record</td>
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</table>
The Tools We Evaluate, Use, Manage & Deploy

- Telemetry Data – Venntel, (b) (7)(E)

(b) (7)(E)
<table>
<thead>
<tr>
<th>Training Events</th>
<th>FY19</th>
<th>FY20 to date</th>
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<tr>
<td></td>
<td>57 Events</td>
<td>20 Events</td>
</tr>
<tr>
<td></td>
<td>18 – Webinar</td>
<td>14 – Field/External</td>
</tr>
<tr>
<td></td>
<td>18 – Field/External</td>
<td>6 – Field/External</td>
</tr>
<tr>
<td>PAIG 101, Fundamentals, &amp; Specific Trainings:</td>
<td>18 – Field/External</td>
<td>6 – Field/External</td>
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<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Venntel: Mobile device's Ad-tech ID data</td>
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</tr>
<tr>
<td>This tool will include:</td>
<td></td>
</tr>
<tr>
<td>Access to Venntel global mobile location database via portal</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Customer support and account management</td>
<td></td>
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</tbody>
</table>
### Bill of Materials

<table>
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<th>Product/Service</th>
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<tbody>
<tr>
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<td>POP: 9/27/19-9/26/20</td>
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This tool will include:

- Access to Venntel global mobile location database via portal

- Training
- Customer support and account management

Venntel: *(b)(7)(E)*
<table>
<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>POP: 9/25/20-9/24/21</td>
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Venntel: Mobile device's Ad-tech ID data

This tool will include:

- Access to Venntel global mobile location database via portal
- Training
- Customer support and account management

Venntel: (b) (7)(E)
Why Open Source? Publicly Available Information? Social Media?

(b) (7)(E)
The Rule of 150 (Dunbar): coined by British anthropologist Robin Dunbar and is defined as “the suggested cognitive limit to the number of people with whom one can maintain stable social relationships..."
Ongoing Issues and Challenges

(b) (7)(E)
### PAIG Statistical Summary

**Your Bang for Your Buck**

<table>
<thead>
<tr>
<th>Category</th>
<th>FY18 Information</th>
<th>FY19 Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>(b) (7)(E)</td>
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<tr>
<td>Cases worked FYTD</td>
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(b) (7)(E)
Joint HSI/USBP investigation into a Human Trafficking Organization (b) (7)(E), (b) (7)(A)
NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)
NTC Identifies Possible Human/Narcotic Smuggler

(b) (7)(E), (b) (7)(C), (b) (7)(A)
(b) (7)(E), (b) (7)(C), (b) (7)(A)
(b) (7)(E), (b) (7)(A)
Questions?

(b) (7)(E)
Why PAIG?  Who are we? What do we do?

Core Missions

Focus Areas

Commercial Tools

Training

• Legal, Policy, Privacy
• Training
• Outreach/Collaboration

• Venntel

• 101: Basic Capabilities Brief
• Fundamentals
• Multiple Sessions at
• Coordinated with
The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)
How to reset/view ad-id on Android

1. Tap Google Settings
2. Tap Ads
3. Tap Reset advertising ID
4. Tap Ok
5. Slide Opt out of interest-based ads bar to green
How to reset/view ad-id on iPhone

Apps required to view ad-id

Tap Privacy

Tap Advertising

Slide Limit Ad Tracking to green and hit Reset Advertising Identifier

ALL ADVERTISERS

Limit Ad Tracking

Reset Advertising Identifier...

Opt out of receiving ads targeted to your interests. You may still receive the same number of ads, but the ads may be less relevant to you.

ADVERTISING IN APPLE APPS

View Ad Information

View the information used by Apple to deliver more relevant ads to you in Apple News and the App Store. Your personal data is not provided to third-parties.

About Advertising & Privacy...

Reset Identifier

Cancel

Apps required to view ad-id
### Bill of Materials

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Briefing for Executive Director Don Conroy
Publicly Available Information Group

Assistant Director

December 19, 2019
Why Open Source? Publicly Available Information? Social Media?

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Why PAIG? Who are we? What do we do?

Core Missions

(b) (7)(E)

Focus Areas

(b) (7)(E)

- Legal, Policy, Privacy
- Training & Tradecraft
- Outreach/Collaboration

Commercial Tools

(b) (7)(E)

- Venntel

Training

(b) (7)(E)

- 101: Basic Capabilities Brief
- Fundamentals
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)
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- Access Controlled
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- Past Results Storable, Searchable, Retrievable
- Allows for Statistical and Workload Analysis
- *(b) (7)(E)*

- *(b) (7)(E)*
- *(b) (6)*
- *(b) (7)(C)*
(b) (7)(E)
Technology Enabled Tools
– Managing Access to Platforms and Licenses to Achieve Efficiencies
The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

VENNTTEL

(b) (7)(E)
The Tools We Evaluate, Use, Manage & Deploy

Telemetry Data – Venntel

(b) (7)(E)
PAIG Training Events

- **FY19** –
  - 57 Events
  - 18 – Webinar
  - 18 – Field/External

- **FY20 to date** –
  - 11 Events
  - 1 – Field/External
  - Pending:

- CBP-2020-033428-0000050 (b) (7)(E)
(b) (7)(E)
(b) (7)(E)
(b) (7)(E), (b) (5)
(b) (7)(E), (b) (5)
LEGAL AND POLICY

ISSUE: PAIG has identified, procured and deployed numerous tools to enhance its open source and social media search capabilities. Legal, policy and privacy reviews have not always kept pace with the new and evolving technologies.

SOLUTION:

- Added contract support to the PAIG to assist with identifying gaps in law, policy and privacy and to work with CBP’s OCC & PDO.
- Draft and implement required Privacy Threat Assessments (PTAs), Privacy Impact Assessments (PIAs), Memoranda of Understanding (MOUs) and other documents as required by CBP’s OCC & PDO and DHS’s OGC & PRIV.
- In Dec 2019, established an Evaluation Committee (EC) relating to CBP’s use of a new technology, associated Ad-ID data.
  - Representation by OFO, OIT, Innovation Team, PDO, and OCC. OPR to be invited.
  - The EC is working to establish user guidelines, rules of behavior, account issuance protocols, tracking and monitoring of user activity, account maintenance and will consolidate the evaluation results across platforms.
PAIG PROCUREMENT OPERATIONS

Established internal PAIG/CND procurement capability to support ongoing procurements.

BACKGROUND

FY 2019 PAIG Procurement Strategy
- Added value to PAIG/CND and CBP enterprise-wide operations
- Terminated renewal actions no longer supports PAIG/CND/CBP mission

Why deploy a CND/PAIG Procurement Team?

The CND/PAIG procurement team understands unique strategic and tactical needs and the potential capabilities technology-enabled solutions offer to fill operational gaps.

- Federal Acquisition Regulations based on 19th/20th Century thinking in a paper-based environment based on traditional, brick and mortar business model
- Standard and arcane policies focused on who can deliver goods at least cost fails to consider non-price factors; does not always deliver best value for government
- Leverage non-traditional procurement alternatives, e.g., Other Transaction Authority, IAA, Strategic Sourcing, Proofs of Concept CBP Innovation Team, and DHS Innovation Lab
- Shorten procurement timelines
- Enhance operational flexibilities
- Respond to emerging requirements
- Utilize non-traditional periods of performance
- Eliminate single points of failure
Why PAIG? Who are we? What do we do?

Core Missions

(b) (7)(E)

Focus Areas

Legal, Policy, Privacy
Training
Outreach/Collaboration

Commercial Tools

Venntel

(b) (7)(E)

Training

101: Basic Capabilities Brief
Fundamentals
Multiple Sessions
Coordinated with

(b) (7)(E)
The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)
Mission

(b) (7)(E)

Focus Areas

(b) (7)(E)

• Training
Commercial Tools (examples)

(b) (7)(E)

- Venntel (b) (7)(E): Advertiser ID Data, “digital exhaust”
(b) (7)(E)
(b) (7)(E)
(b) (7)(E), (b) (6), (b) (7)(C)
Agency Wide Operational Training

- Have led four 2-day (b) (7)(E) training courses (b) (7)(E)
- Over (b) (7)(E) Officers, Agents, and Analysts from across the agency trained
- More than (b) (7)(E) trained, with substantial positive reviews and demand for increased frequency of courses
- Ongoing training for the field (b) (7)(E) covering all costs of travel) with additional course in September to train a total of (b) (7)(E) representatives, as well as an additional (b) (7)(E) Officers/Agents/Analysts from the NCR

Introductory Social Media and OPSEC PALMS Course

- Coordinated through Advanced Training Center, Harper’s Ferry
- 1 hour PALM Course on Social Media and basic OPSEC for all CBP employees

(b) (5)
(b) (7)(E)
(b) (7)(E), (b) (7)(A)
(b) (7)(E), (b) (7)(A)
(b) (7)(E)
(b) (7)(E)
Publicly Available Information Group (b) (7)(E)
(b) (6), (b) (7)(C), (b) (7)(E)
(b) (6), (b) (7)(C), (b) (7)(E)
Why Open Source? Publicly Available Information? Social Media?

(b) (7)(E)
Why PAIG? Who are we? What do we do?

Core Missions

Focus Areas

- Legal, Policy, Privacy
- Training
- Outreach/Collaboration

Commercial Tools

- Venntel
- Sept 2019 Training

Training

- 101: Basic Capabilities Brief
- Fundamentals
- Sept 2019 Training
Organizational Structure

CURRENT STAFFING:

PENDING STAFF: 4

(b) (7)(E), (b) (6), (b) (7)(C)
The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)
The Tools We Evaluate, Use, Manage & Deploy

- GeoLocation Data – Vennte

(b) (7)(E)
PAIG Training Events

- Includes
  - Specificings
- FY18 –
  - 27 Events
  - 20 – CBP
  - 7 – F External
- FY19 (to date)
  - 9 Events
  - 5 – Field/External
  - Upc

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Ongoing Issues and Challenges

(b) (7)(E)
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Briefing for Executive Director Don Conroy
Publicly Available Information Group

Assistant Director (b)(6)&(b)(7)(C)

January 30, 2020
Why Open Source? Publicly Available Information? Social Media?

(b) (7)(E)
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Why PAIG?  Who are we? What do we do?

Core Missions

Focus Areas

- Legal, Policy, Privacy
- Training & Tradecraft
- Outreach/Collaboration

Commercial Tools

- Venntel

Training

- 101: Basic Capabilities Brief
- Fundamentals
- Multiple Sessions
- Coordinated with
UNCLASSIFIED / FOUO / RESTRICTED

NATIONAL TARGETING CENTER

Counter Network Division Procurement Process

BOTTOM LINE UP FRONT

(b) (7)(E)

BACKGROUND

- Created standardized templates, checklists, and workflow to expedite procurement and maximize communication amongst offices; utilizing Office365 for automation and real-time visibility.
- Determined key contract clauses and provisions for future CND contracts.

(b) (7)(E)

- Funded Office of Acquisition Contract Support Services (OA/CSS) contract to hire 2 Senior Procurement Specialists; first is onboarding on 2 March.
- Published first-ever NTC request for information (RFI) regarding commercial situational awareness capability.
- Established protocol for public and media inquiries and protection of sensitive information.
Counter Network Division Personnel Onboarding & Challenges

BOTTOM LINE UP FRONT
CND currently utilizes three contract vehicles for personnel support—two managed by OIT/TASPD and a third, since late FY19, by OA.

BACKGROUND
- CND designated a Contract Integration Support Officer (CISO) in January 2019 to manage personnel contracts and serve as primary point of engagement with contract companies, PMOs, vendors, COs, and CORs. Engaged OPR/PSD and OIT/TASPD to develop BI and TS/SCI SOP and workflow.
- Developed CISO SharePoint page with templates, checklists, and policies to serve as primary resource for contractor onboarding, clearance processing, and outprocessing.
- Implemented division-wide skill assessment to identify skill surpluses and gaps to drive recruitment and aid in workforce planning; tool shared with Cargo, TASPD, and Passenger with plan to make NTC-wide.

KEY CHALLENGES

(b) (7)(E), (b) (5) (b) (7)(E)
PAIG Workflow

- RequestsLogged and Tracked
- Access Controlled
- CBP System of Record
- Past Results Storable, Searchable, Retrievable
- Allows for Statistical and Workload Analysis
- (b) (7)(E)
PAIG WORKLOAD STATISTICS

Workload by Month

(b) (7)(E)
Technology Enabled Tools

- Managing Access to Platforms and Licenses to Achieve Efficiencies

(b) (7)(E)

(b) (7)(E)
LEGAL AND POLICY

ISSUE: PAIG has identified, procured and deployed numerous tools to enhance its open source and social media search capabilities. Legal, policy and privacy reviews have not always kept pace with the new and evolving technologies.

SOLUTION:

- Added contract support to the PAIG to assist with identifying gaps in law, policy and privacy and to work with CBP’s OCC & PDO.

- Currently working with PDO, OCC and components (b) (7)(E), (b) (5).

- Draft and implement required Privacy Threat Assessments (PTAs), Privacy Impact Assessments (PIAs), Memoranda of Understanding (MOUs) and other documents as required by CBP’s OCC & PDO and DHS’s OGC & PRIV.

CBP Evaluation Committee on Use of Ad-ID Data

- In Dec 2019, established an Evaluation Committee (EC) relating to CBP’s use of a new technology, (b) (7)(E) associated Ad-ID data.

- Representation by OFO, (b) (7)(E) OIT, Innovation Team, PDO, and OCC. Others to be invited.

- Establishing user guidelines, rules of behavior, account issuance protocols, tracking and monitoring of user activity, account maintenance and will consolidate the evaluation results across platforms.

- (b) (5)
The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)
The Tools We Evaluate, Use, Manage & Deploy

- Telemetry Data – Venntel
- (b) (7)(E)
PAIG Training Events

- FY19 –
  - 57 Events
  - 21 – (b) (7)(E) participants
  - 21 – Webinar
  - 18 – Field/External

- FY20 to date –
  - 14 Events
  - 9 – (b) (7)(E) participants
  - 3 – Field/External
  - Pending
(b) (7)(E)
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(b) (7)(E)
(b) (7)(E), (b) (5)
Why Open Source? Publicly Available Information? Social Media?

(b) (7)(E)
Why PAIG? Who are we? What do we do?

Core Missions

Focus Areas
- Legal, Policy, Privacy
- Training & Tradecraft
- Outreach/Collaboration

Commercial Tools
- Venntel

Training
- 101: Basic Capabilities Brief
- Fundamentals
- Multiple Sessions
- Coordinated with
PAIG WORKLOAD STATISTICS

Work Flow/Process

• (b) (7)(E)
• Requests Logged and Tracked
• CBP System of Record
• Past Results Storable, Searchable, Retrievable
• Allows for Statistical and Workload Analysis

Statistics Overview

• (b) (7)(E)
The Tools We Evaluate, Use, Manage & Deploy

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The Tools We Evaluate, Use, Manage & Deploy

- GeoLocation Data – Venntel

(b) (7)(E)
PAIG Training Events

- Includes 101 specific trainings
- FY18 –
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  - 20 participants
  - 7 – Field/External
- FY19 (to date)
  - 9 Events
  - 5 participants
  - 5 – Field/External
- Upcoming in April
The Rule of 150 (Dunbar): coined by British anthropologist Robin Dunbar and is defined as “the suggested cognitive limit to the number of people with whom one can maintain stable social relationships...”
Ongoing Issues and Challenges

(b) (7)(E)

FLAT SOCIAL MEDIA ICONS
FREE
ICON SIZE: 276x276px | 124x124px
DESIGNED BY GIULIO GUARINI | WWW.GIULIOGUARINI.COM
(b) (7)(E), (b) (7)(A)
(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)
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Why Open Source? Publicly Available Information? Social Media?

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Core Missions

Focus Areas

Commercial Tools

Why PAIG?

- Training
- Legal, Policy, Privacy
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Commercial Tools

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All information is (b)(7)(E) by CBP-2020-033428-0000136.
The Tools We Evaluate, Use, Manage & Deploy

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Success Story: Publicly Available Information Group (PAIG)

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)
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Briefing for Executive Director Don Conroy
Publicly Available Information Group

(b) (6), (b) (7)(C)

January 30, 2020
Why Open Source? Publicly Available Information? Social Media?

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Core Missions

Focus Areas

- Legal, Policy, Privacy
- Training & Tradecraft
- Outreach/Collaboration

Commercial Tools

- Training
  - 101: Basic Capabilities Brief
  - Fundamentals
  - Multiple Sessions at
  - Coordinated with
Organizational Structure
Counter Network Division Procurement Process

BOTTOM LINE UP FRONT

BACKGROUND

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- Developed CISO SharePoint page with templates, checklists, and policies to serve as primary resource for contractor onboarding, clearance processing, and outprocessing.
- Implemented division-wide skill assessment to identify skill surpluses and gaps to drive recruitment and aid in workforce planning; tool shared with Cargo, TASPD, and Passenger with plan to make NTC-wide.

KEY CHALLENGES

- (b) (7)(E), (b) (5)
- (b) (7)(E)
Technology Enabled Tools

Managing Access to Platforms and Licenses to Achieve Efficiencies

(b) (7)(E)

(b) (7)(E)
LEGAL AND POLICY

ISSUE: PAIG has identified, procured and deployed numerous tools to enhance its open source and social media search capabilities. Legal, policy and privacy reviews have not always kept pace with the new and evolving technologies.

SOLUTION:

- Added contract support to the PAIG to assist with identifying gaps in law, policy and privacy and to work with CBP’s OCC & PDO.

- Currently working with PDO, OCC and component (b) (7)(E), (b) (5).

- Draft and implement required Privacy Threat Assessments (PTAs), Privacy Impact Assessments (PIAs), Memoranda of Understanding (MOUs) and other documents as required by CBP’s OCC & PDO and DHS’s OGC & PRIV.

- CBP Evaluation Committee on Use of Ad-ID Data

  - In Dec 2019, established an Evaluation Committee (EC) relating to CBP’s use of a new technology, (b) (7)(E) associated Ad-ID data.

  - Representation by OFO, (b) (7)(E), OIT, Innovation Team, PDO, and OCC. (b) (7)(E) to be invited.

  - Establishing user guidelines, rules of behavior, account issuance protocols, tracking and monitoring of user activity, account maintenance and will consolidate the evaluation results across platforms.

- (b) (5)
The Tools We Evaluate, Use, Manage & Deploy
The Tools We Evaluate, Use, Manage & Deploy

Telemetry Data – Venntel

(b) (7)(E)
PAIG Training Events

Fundamentals, & specific trainings:

FY19 -
57 Events
18 – Field/External
18 – Internal
21 – Training
12 – Participants

FY20 to date -
14 Events
3 – Field/External
9 – Internal
6 – Training
12 – Participants

CBP-2020-033428-0000161
(b) (7)(E)
UNCLASSIFIED / FOUO / RESTRICTED

NATIONAL TARGETING CENTER

COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)
(b) (7)(E)
(b) (7)(E), (b) (5)