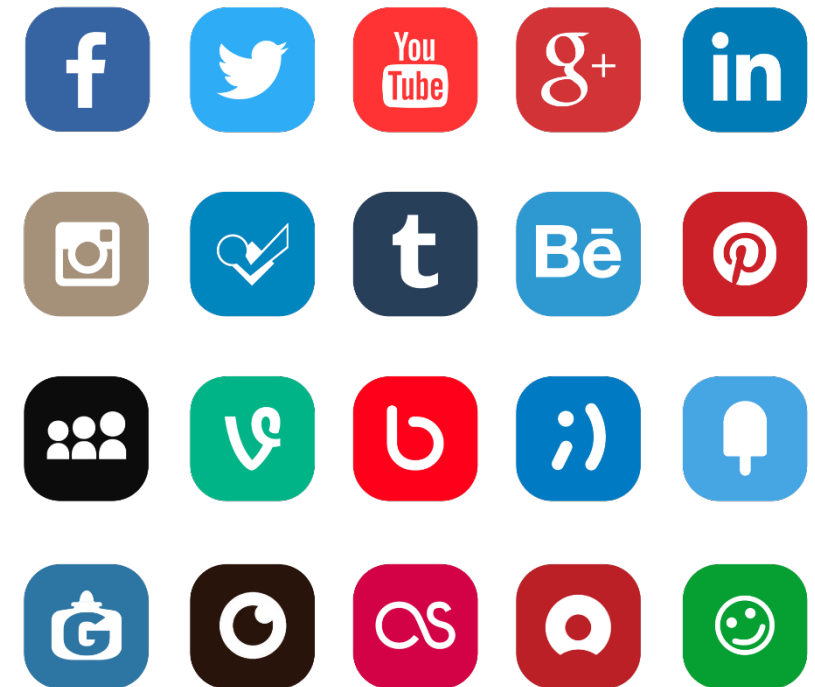


Why Open Source? Publicly Available Information? Social Media?

(b) (7) (E)



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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



(b) (7) (E)

(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...”

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

Core Missions

(b) (7)(E)
(b) (7)(E)

Focus Areas

(b) (7)(E)

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

Commercial Tools

(b) (7)(E)
 (b) (7)(E) · Venntel
 (b) (7)(E)



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Training

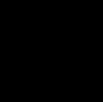
- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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





(b) (7) (E)

(b) (7)(E) Workflow

(b) (7)(E)

Requests Logged and Tracked (b) (7)(E)

Access Controlled

CBP System of Record

Past Results Storable, Searchable, Retrievable

Allows for Statistical and Workload Analysis

(b) (7)(E)

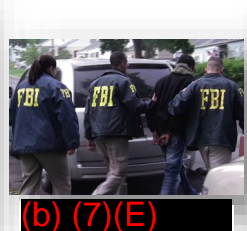
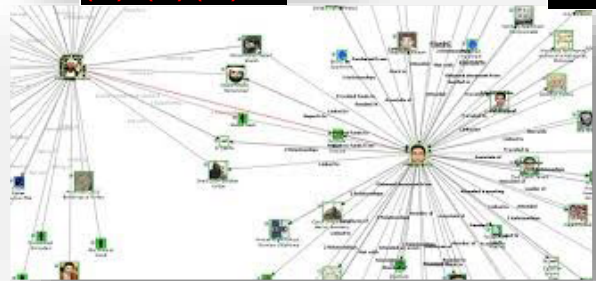
(b) (7)(E), (b) (6), (b) (7)(C)

COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E)



(b) (7)(E)





COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)



(b) (7)(E)

(b) (7)(E)



The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

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

(b) (7)(E)



PAIG 101. (b) (7)(E) Fundamentals, &
(b) (7)(E) | specific trainings:

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

(b) (7)(E)

- **FY20 to date –**
 - 20 Events
 - (b) (7)(E) participants
 - 14 – (b) (7)(E)
 - 6 – F xternal

(b) (7)(E)

PAIG Training Events

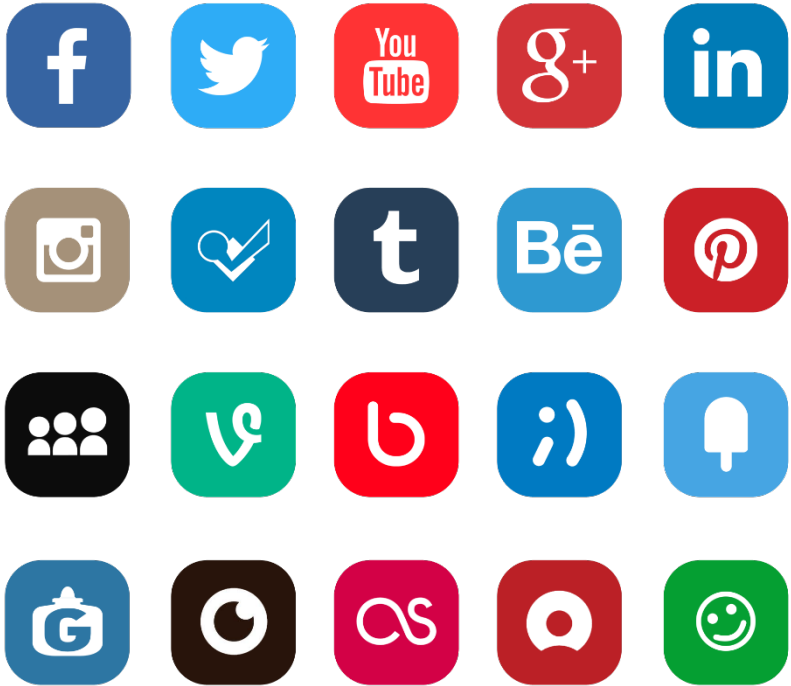
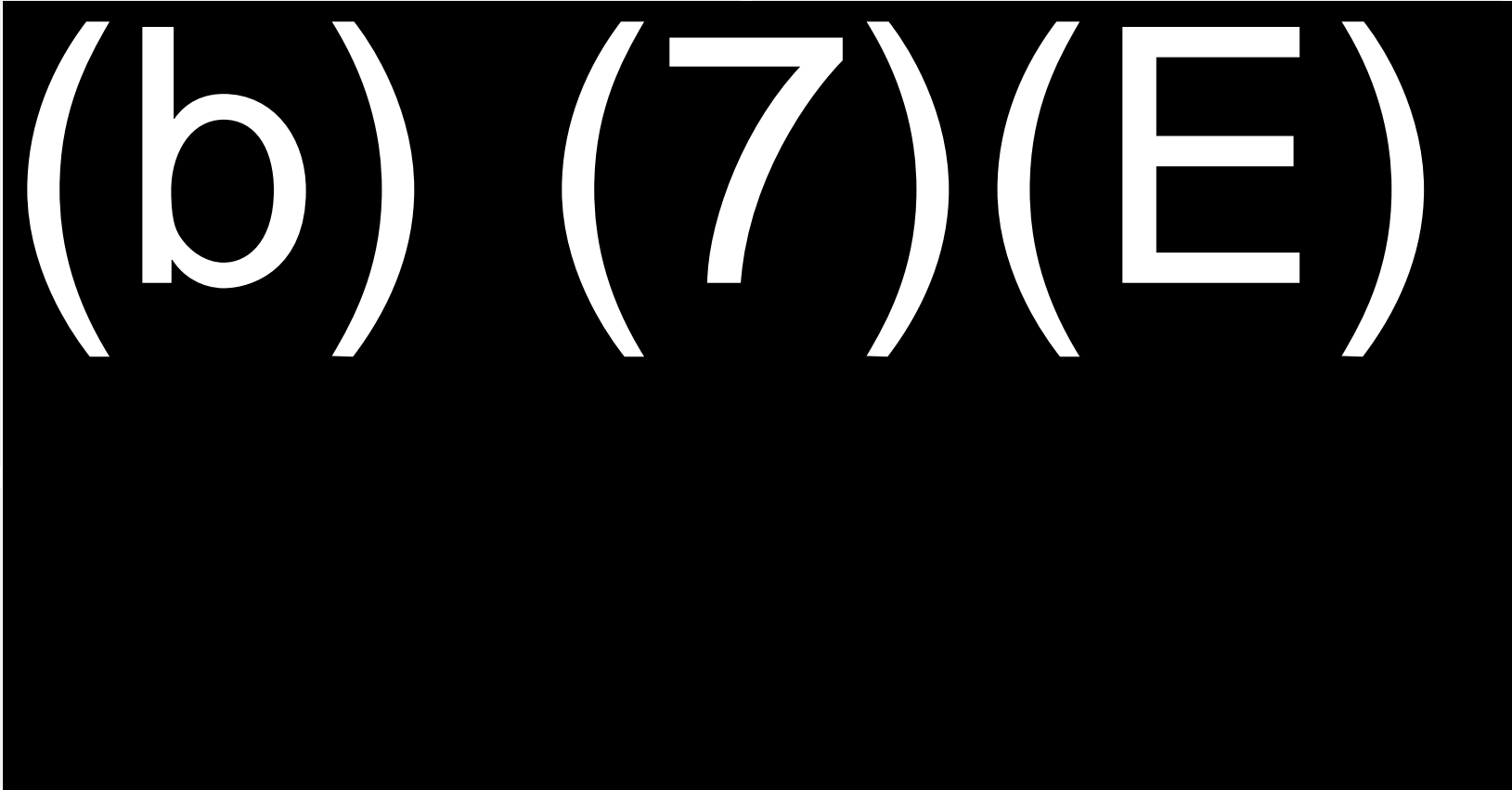
(b) (7)(E)

Bill of Materials	
Product/Service	Quantity
POP: 9/27/19-9/26/20	
Venntel: Mobile device's Ad-tech ID data	(b) (7)(E)
This tool will include:	
Access to Venntel global mobile location database via portal	
(b)(7)(E)	
Training	
Customer support and account management	

Bill of Materials	
Product/Service	Quantity
POP: 9/27/19-9/26/20	
Venntel: Mobile device's Ad-tech ID data	(b)(7)(E)
This tool will include:	
Access to Venntel global mobile location database via portal	
(b)(7)(E)	
Training	
Customer support and account management	
Venntel: (b) (7)(E)	

Bill of Materials	
Product/Service	Quantity
POP: 9/25/20-9/24/21	
Venntel: Mobile device's Ad-tech ID data	(b)(7)(E)
This tool will include:	
Access to Venntel global mobile location database via portal	
(b)(7)(E)	
Training	
Customer support and account management	
Venntel: (b) (7)(E)	

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)

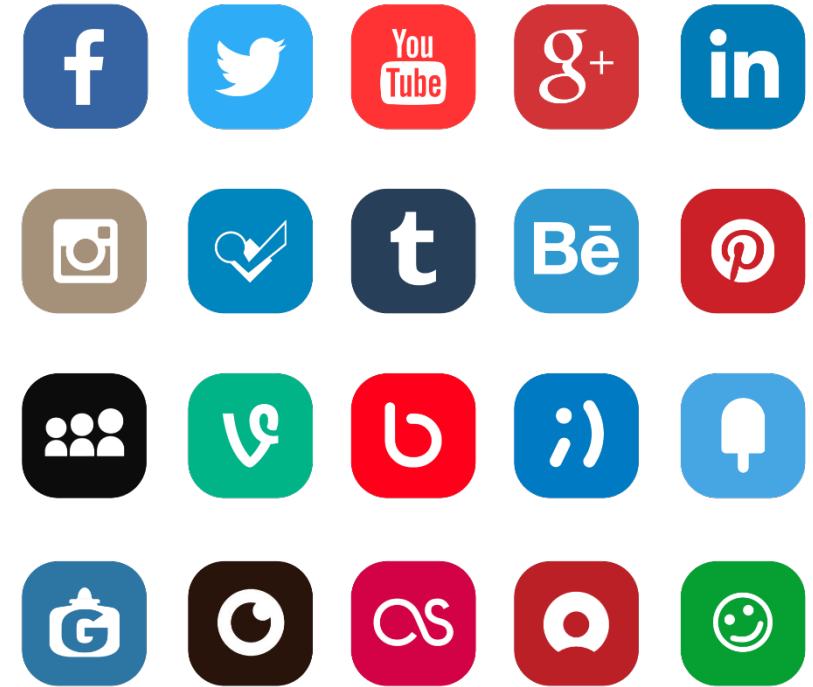
- Legal, Policy, Privacy
- Training
- Outreach/Collaboration

Commercial Tools

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)



Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7)(E)

(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

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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7) (E)

(b) (7) (E)



(b) (7) (E)

PAIG STATISTICAL SUMMARY

Your Bang for Your Buck

(b) (7)(E)

Staff

(b) (7)(E)

Cases worked FYTD

(b) (7)(E)

Personnel Trained FY18

(b) (7)(E)

Licenses Managed FY19



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PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)



PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)



NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)

BOTTOM LINE UP FRONT

Joint HSI/USBP investigation into a Human Trafficking Organizatio (b) (7)(E), (b) (7)(A)

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



NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)

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



NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)

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



NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)

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



NTC Identifies Possible Human/Narcotic Smuggler (b) (7)(E), (b) (7)(A)

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



(b) (7)(E), (b) (7)(A)

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



PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

Questions?

(b) (7)(E)

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

Core Missions

(b) (7)(E)

Focus Areas

(b) (7)(E)

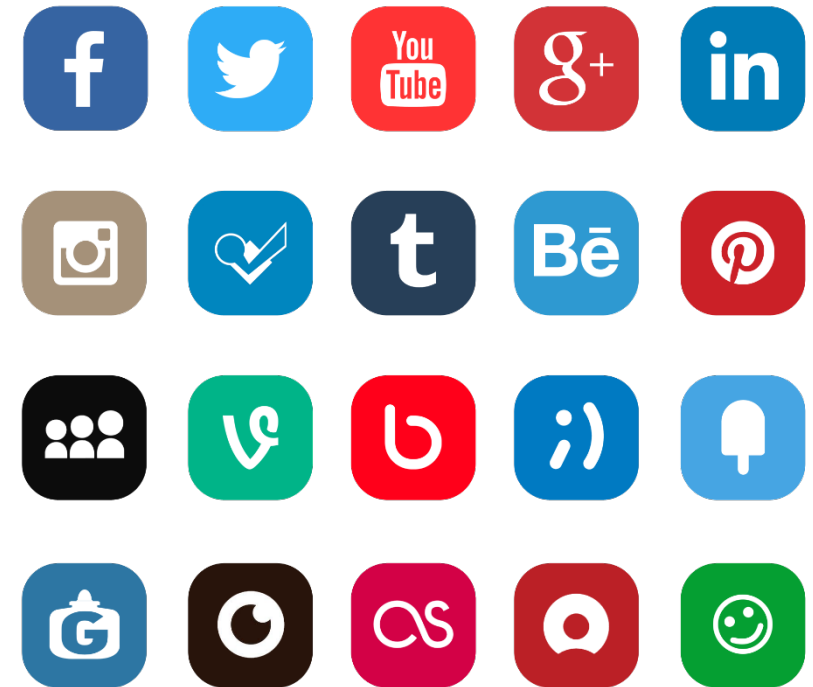
- Legal, Policy, Privacy
- Training
- Outreach/Collaboration

Commercial Tools

(b) (7)(E)

Venntel (b) (7)(E)

(b) (7)(E)



Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

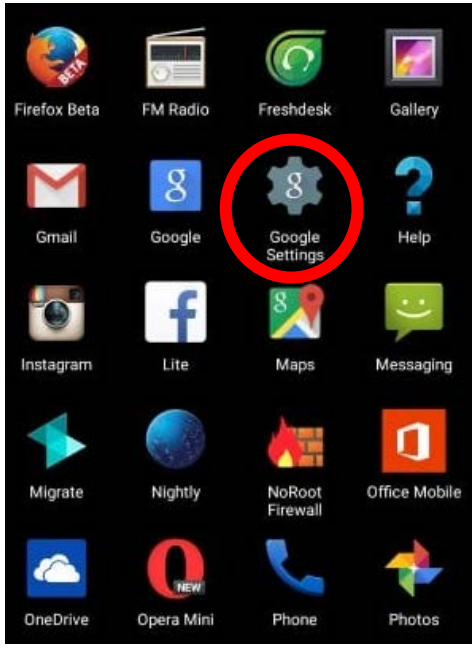
(b) (7) (E)

(b) (7) (E)

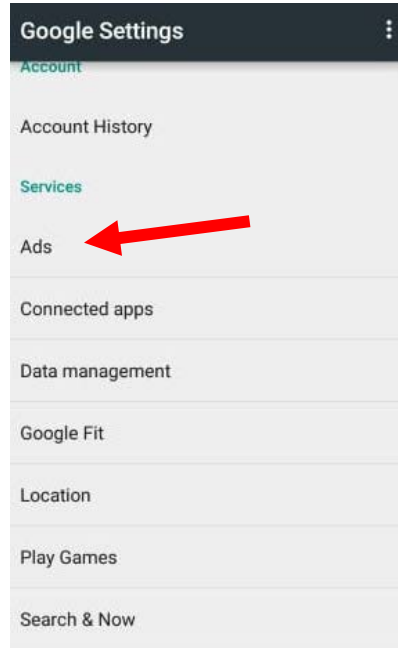


(b) (7) (E)

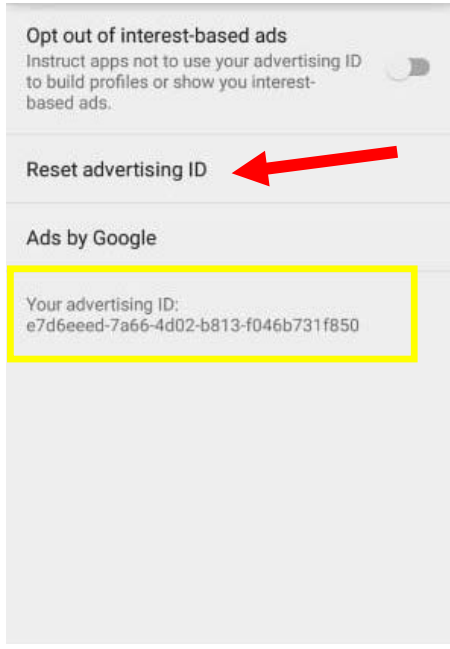
How to reset/view ad-id on Android



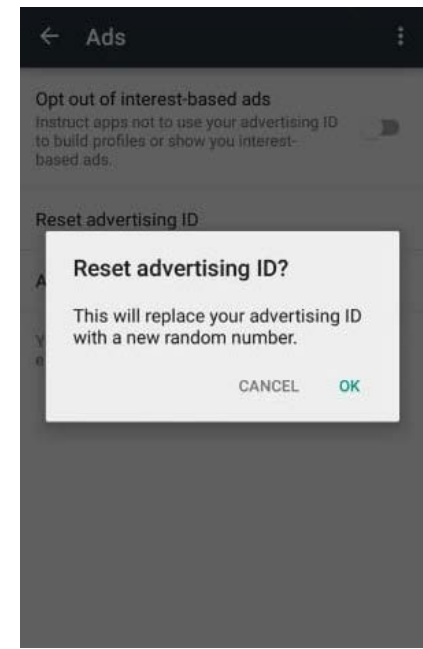
Tap Google Settings



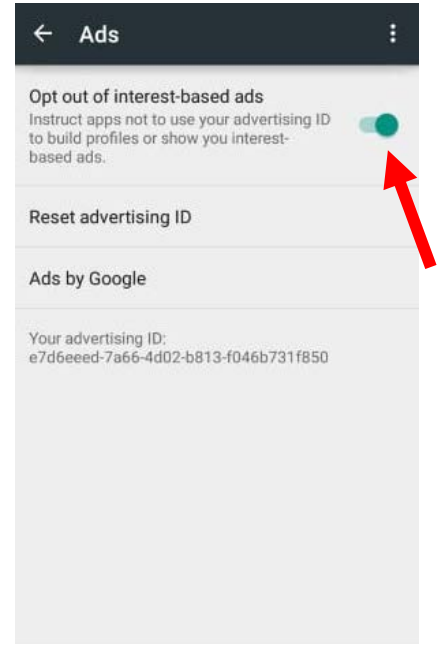
Tap Ads



Tap Reset advertising ID

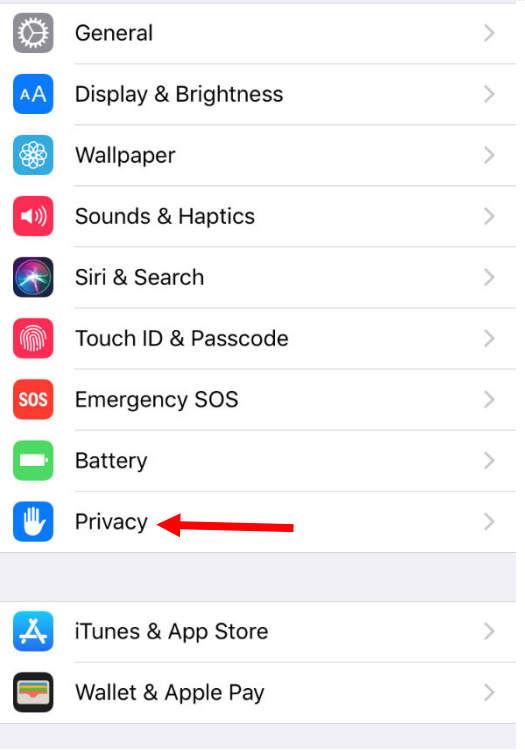


Tap Ok

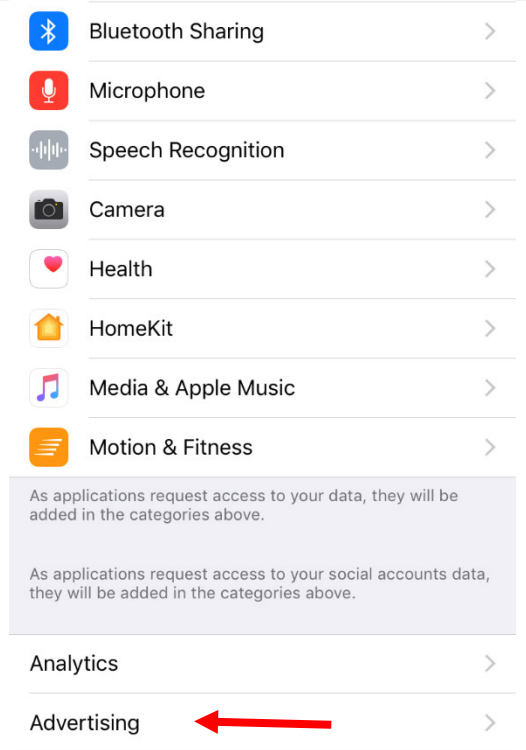


Slide Opt out of interest-based ads bar to green

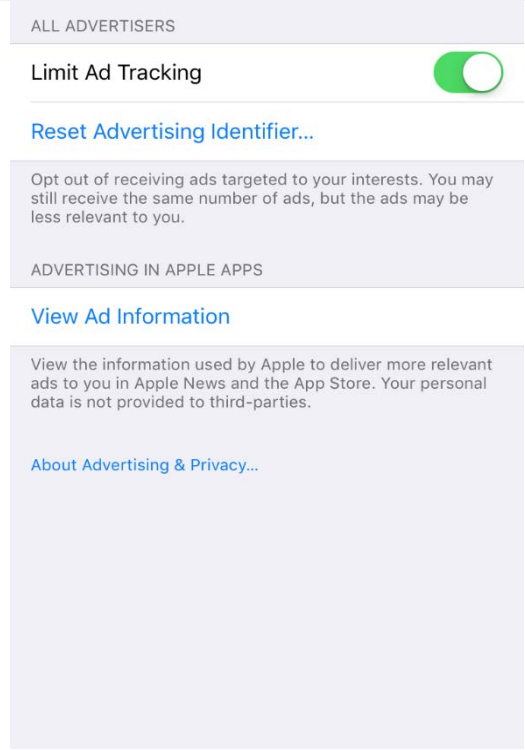
How to reset/view ad-id on iPhone



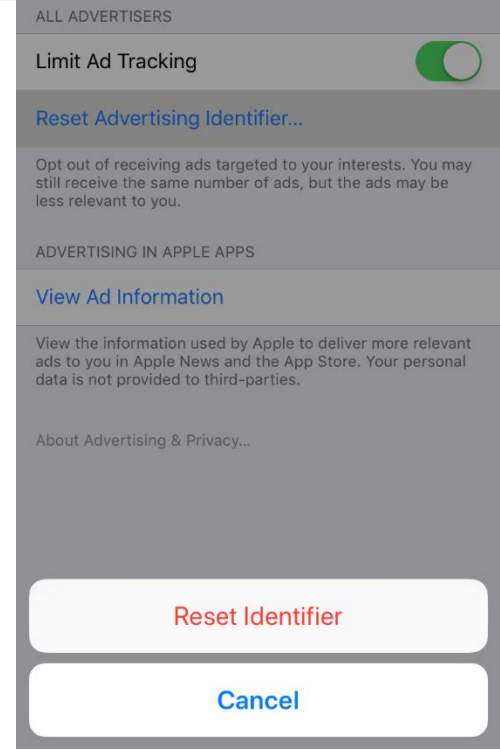
Tap Privacy



Tap Advertising



Slide Limit Ad Tracking to **green** and hit Reset Advertising Identifier



Apps required to view ad-id

Bill of Materials	
Product/Service	Quantity
POP: 9/25/20-9/14/21	
Venntel: Mobile device's Ad-tech ID data (RENEWAL)	(b) (7)(E)
This tool will include:	
Access to Venntel global mobile location database via portal	
(b) (7)(E)	
Customer support and account management	
Venntel: Mobile device's Ad-tech ID data (NEW)	
This tool will include:	
Access to Venntel global mobile location database via portal	
(b) (7)(E)	
Customer support and account management	

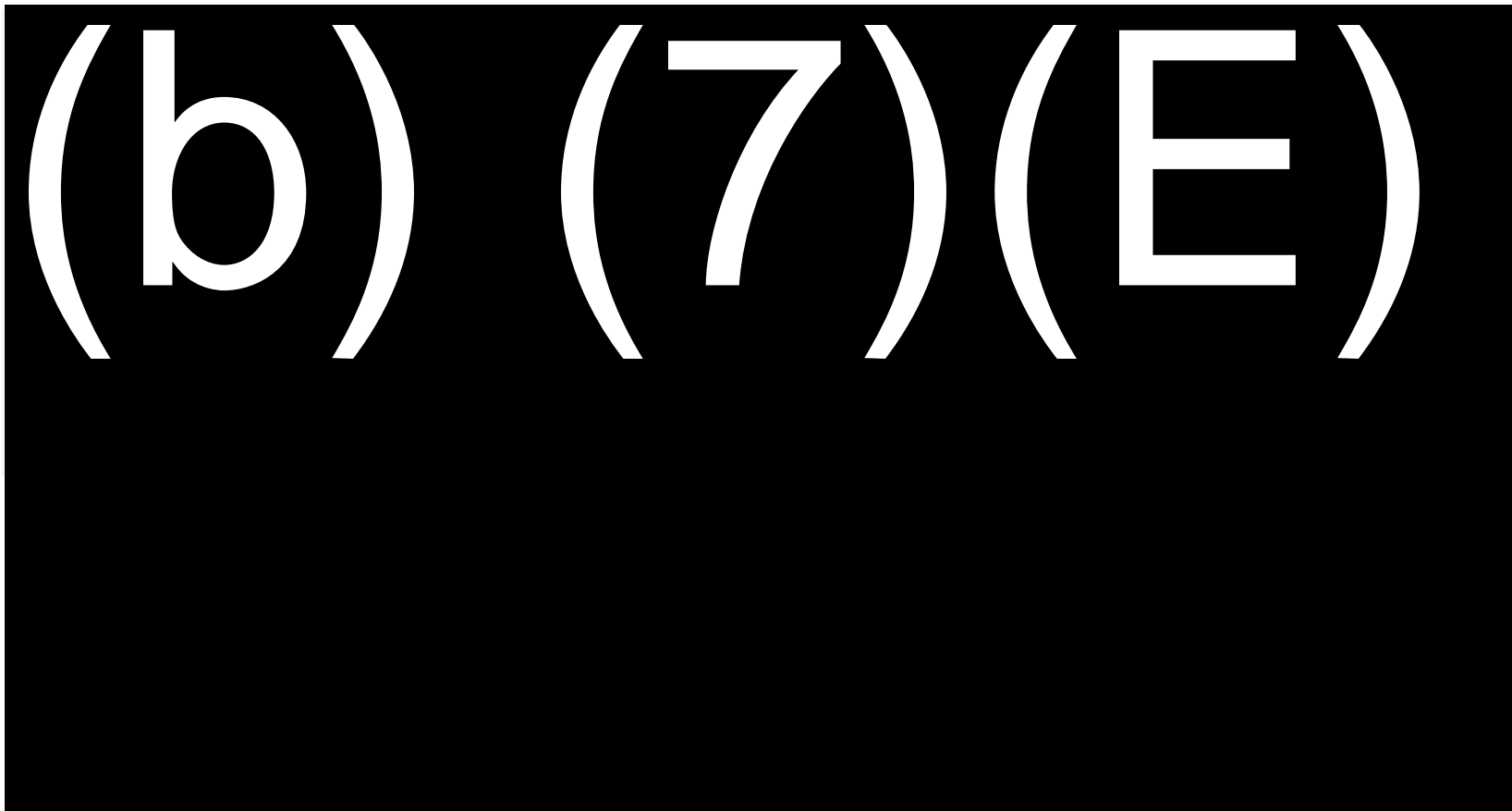
Bill of Materials	
Product/Service	Quantity
POP: 12 Months from Date of Award	
Venntel: Mobile device's Ad-tech ID data	
This tool will include:	
Access to Venntel global mobile location database via portal	(b) (7)(E)
(b) (7)(E)	
Training	
Customer support and account management	



Briefing for Executive Director Don Conroy Publicly Available Information Group

Assistant Director (b) (6), (b) (7)(C)
December 19, 2019

Why Open Source? Publicly Available Information? Social Media?



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(b) (7) (E)



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(b) (7) (E)

(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...”

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

(b) (7)(E)

Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)



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Organizational Structure

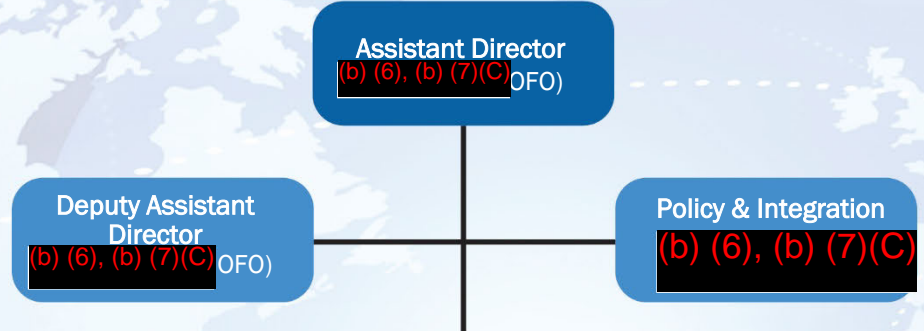


U.S. Customs and Border Protection



National Targeting Center
Publicly Available Information Group - Overview

(b) (7)(E)



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



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

PAIG Workflow

(b) (7)(E)

(b) (7)(E)

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

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E)

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

PAIG WORKLOAD STATISTICS

(b) (7)(E)

PAIG Workload by Month

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E)

(b) (7)(E)



(b) (7)(E)

(b) (7)(E)



(b) (7)(E)



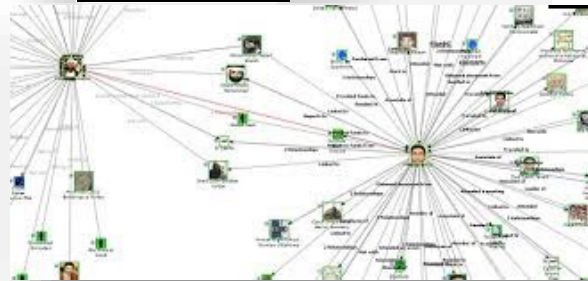
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(b) (7)(E)



(b) (7)(E)



(b) (7)(E)



(b) (7)(E)



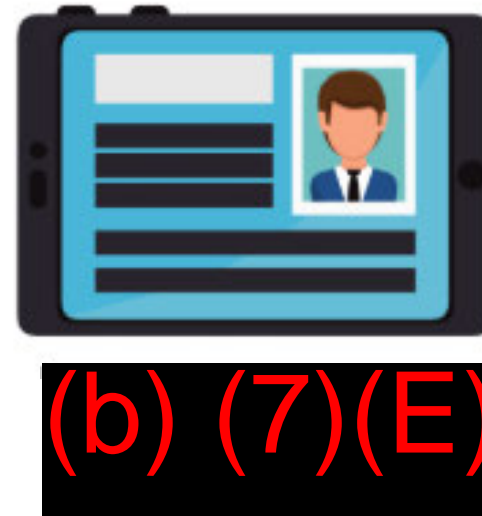
(b) (7)(E)



(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) (b) (7)(E)

 VENNTEL (b) (7)(E)

(b) (7)(E)



The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E) (b) (7)(E)

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E) 101, (b) (7)(E) fundamentals, &
(b) (7)(E) specific trainings:

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

(b) (7)(E)

- **FY20 to date –**
 - 11 Events
 - (b) (7)(E) participants
 - 1 – (b) (7)(E)
 - 1 – Field/External
 - (b) (7)(E)
 - Pending:
 - (b) (7)(E)

PAIG Training Events

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E) (b) (7)(E)



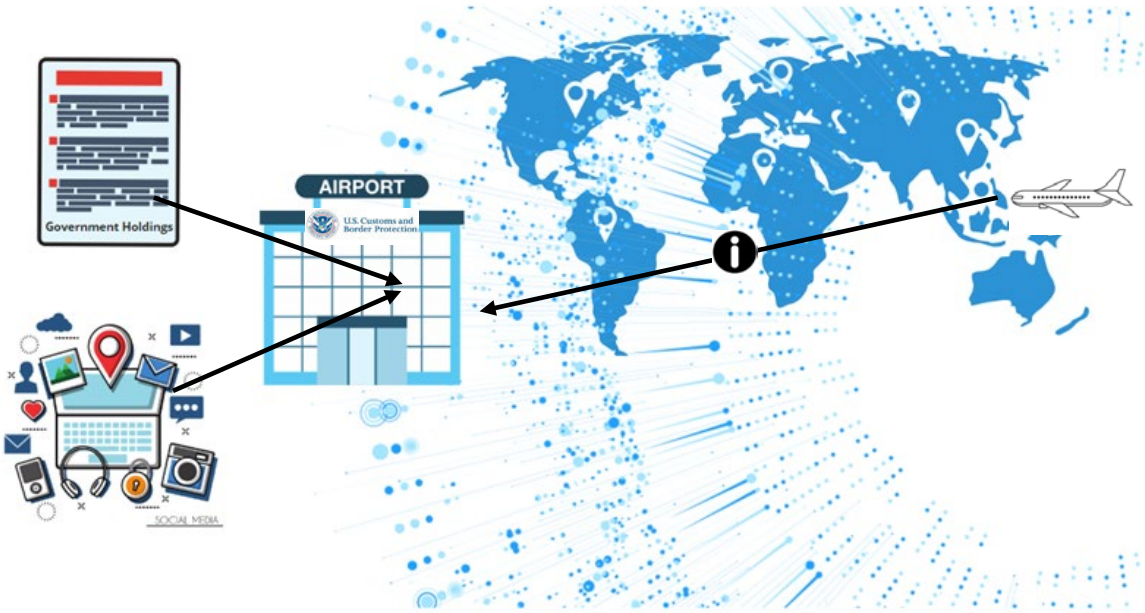
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



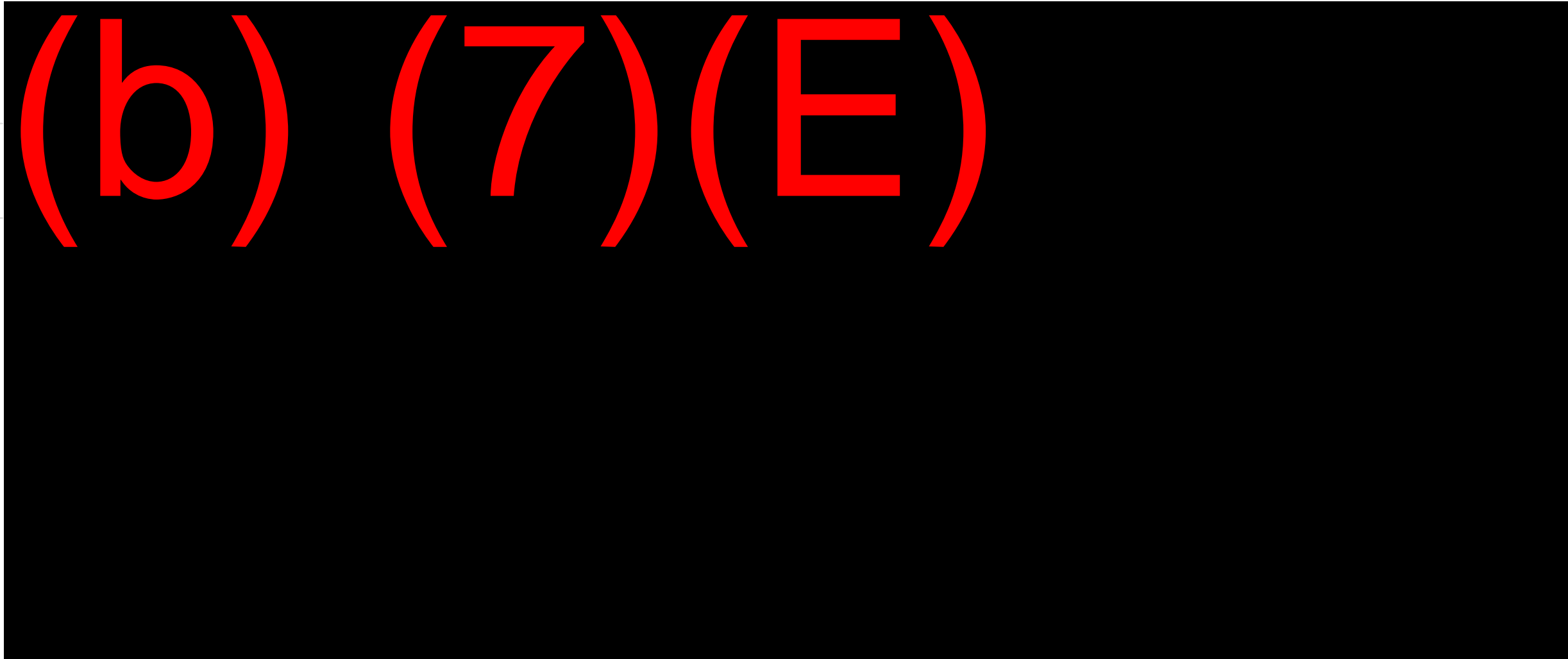
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)





COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP





COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(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.

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



Evaluation Committee on Use of **(b) (7)(E)** **(b) (7)(E)** 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. 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 (b) (7)(E)

BACKGROUND

FY 2019 PAIG Procurement Strategy

- (b) (7)(E)
- (b) (7)(E) ntial
- added value to PAIG/CND and CBP enterprise-wide operations
- Terminated renewal actions (b) (7)(E) no longer supports PAIG/CND/CBP mission

(b) (7)(E)



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 (b) (7)(E)
- 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

(b) (7)(E)

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

Commercial Tools

(b) (7)(E)

Venntel

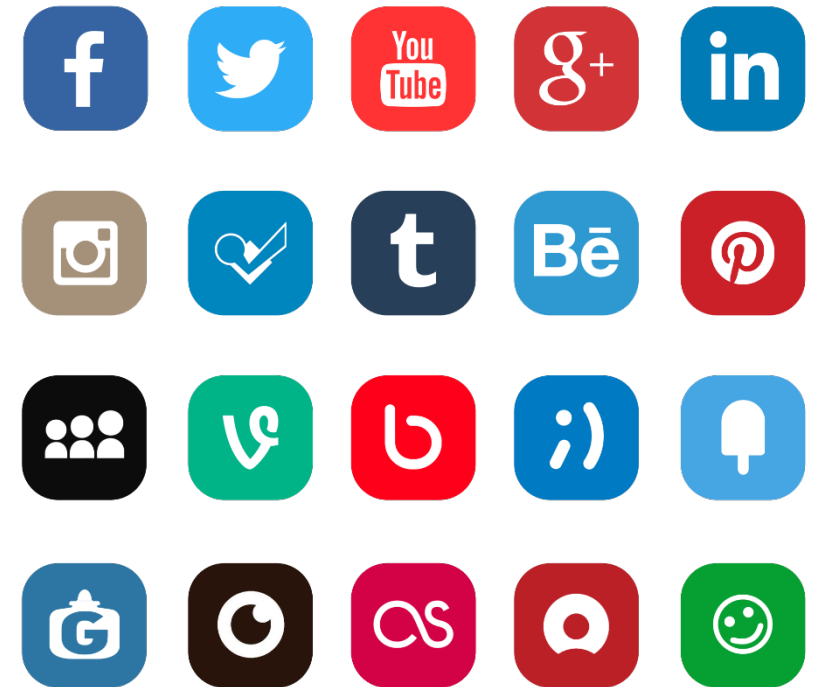
(b) (7)(E)

(b) (7)(E)

Training

- (b) (7)(E) 101: Basic Capabilities Brief
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- (b) (7)(E)
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(b) (7)(E)



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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7) (E)

(b) (7) (E)



(b) (7) (E)



U.S. Customs and Border Protection

NATIONAL TARGETING CENTER

Counter Network Division

Publicly Available Information Group



Publicly Available Information Group (PAIG)

Mission

(b) (7)(E)

Focus Areas

(b) (7)(E)

- Training

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)



Commercial Tools (examples)

(b) (7)(E)

- Venntel (b) (7)(E): Advertiser ID Data, “digital exhaust”

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

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



Publicly Available Information Group (PAIG)

Agency Wide Operational Training

- Have led four 2-day (b) (7)(E) training courses (b) (7)(E) (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 (b) (7)(E), 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) (5)

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)



Publicly Available Information Group (PAIG)

- (b) (7)(E), (b) (7)(A)
-
-



Publicly Available Information Group (PAIG)

(b) (7)(E), (b) (7)(A)

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U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (PAIG)

(b) (7) (E)

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (b) (7)(E)

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

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (b) (7)(E)

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

NATIONAL TARGETING CENTER



U.S. Customs and Border Protection

Publicly Available Information Group (b) (7)(E)

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

NATIONAL TARGETING CENTER



U.S. Customs and
Border Protection

Publicly Available Information Group (b) (7)(E)

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



Publicly Available Information Group (b) (7)(E)

QUESTIONS?

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

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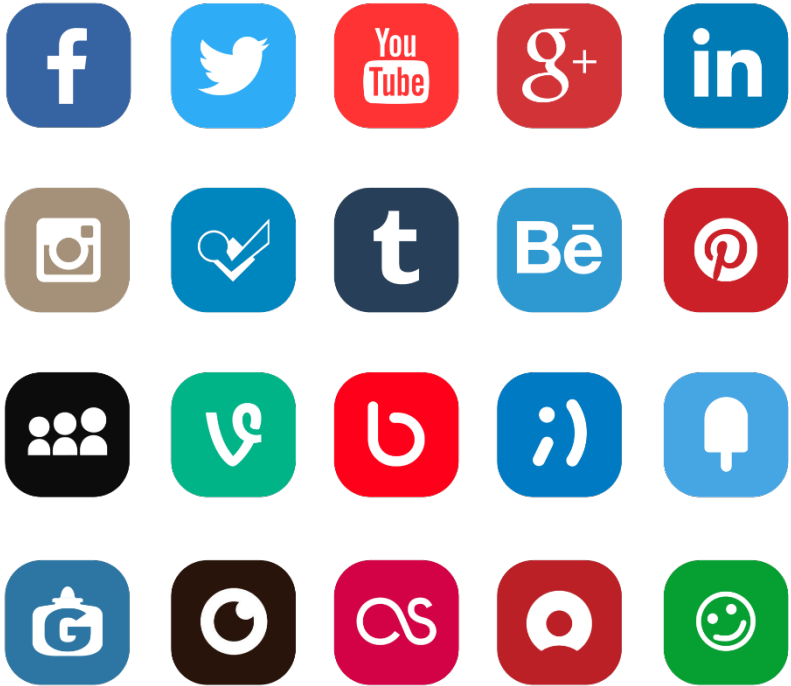
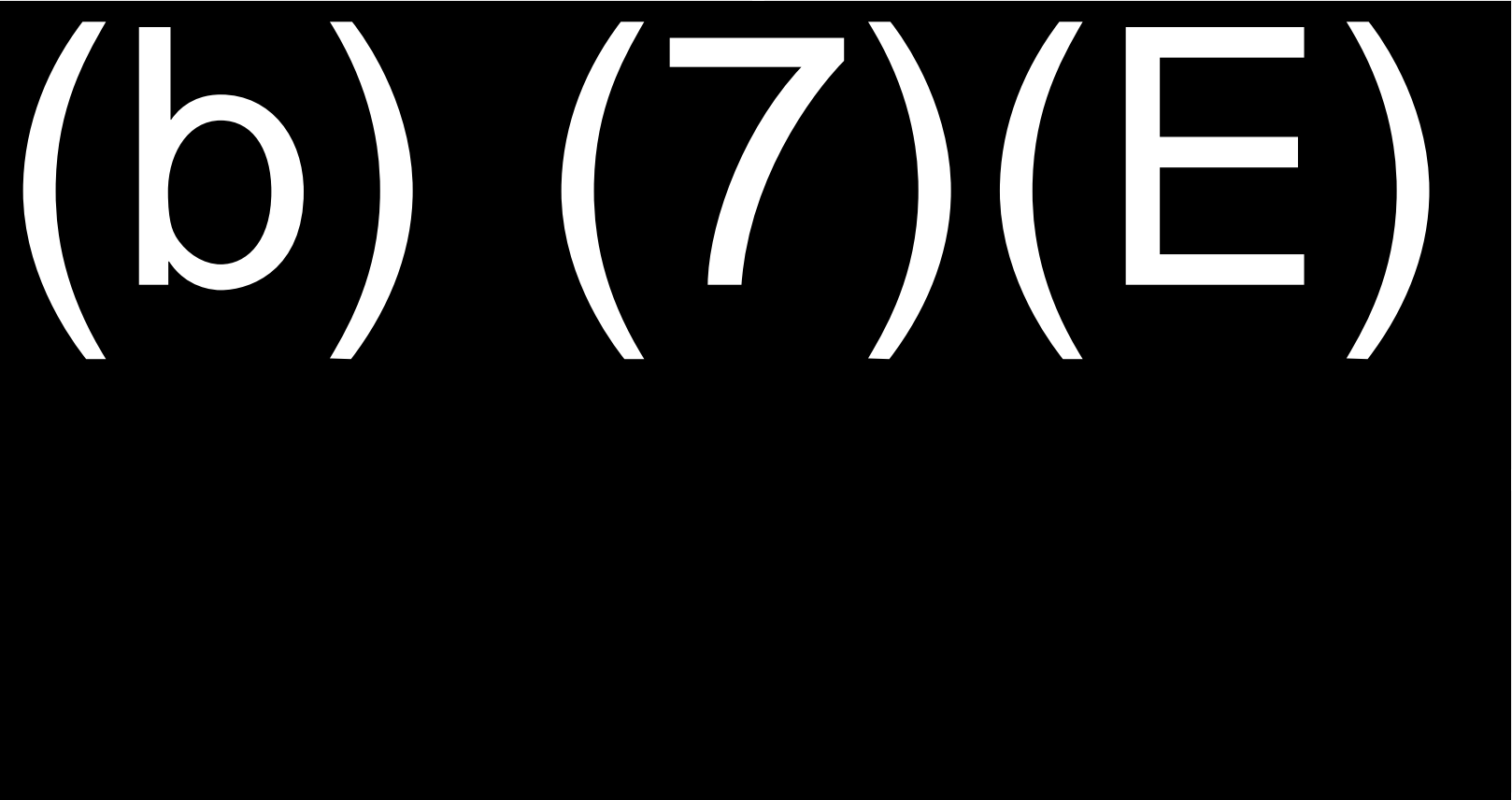
Support Requests/Questions:

(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

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)

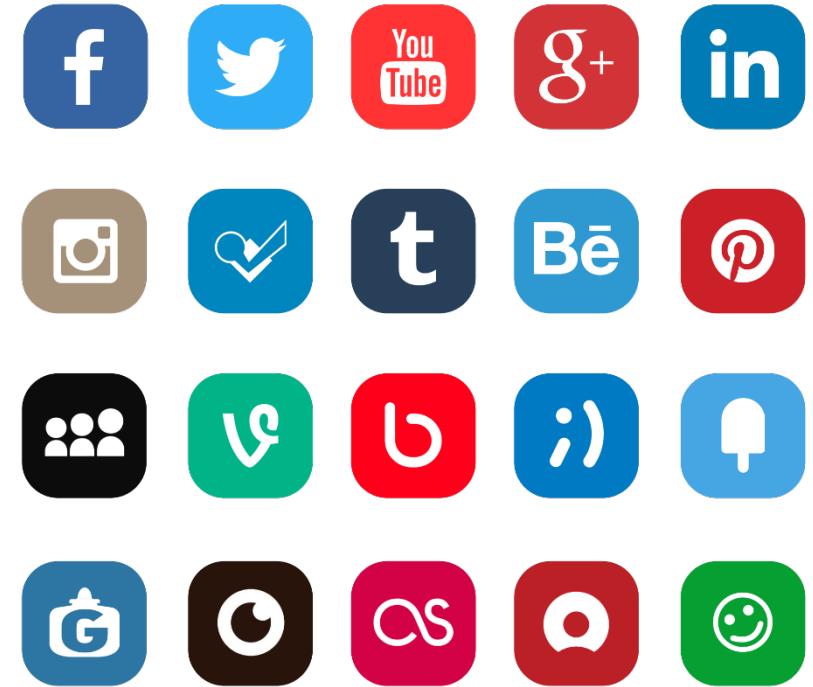
- Legal, Policy, Privacy
- Training
- Outreach/Collaboration

Commercial Tools

(b) (7)(E)

Venntel (b) (7)(E)

(b) (7)(E)



Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Sept 2019 Training fo (b) (7)(E)

(b) (7)(E)

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Organizational Structure

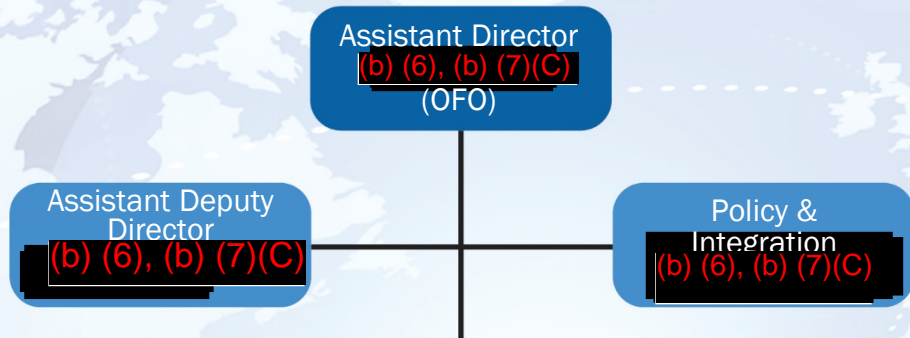


U.S. Customs and Border Protection



National Targeting Center
Publicly Available Information Group - Overview

CURRENT STAFFING:
(b) (7)(E)



PENDING STAFF: (4)
(b) (6), (b) (7)(C)

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7) (E)

(b) (7)(E)



(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

- GeoLocation Data – Venntel (b) (7)(E)

(b) (7)(E)



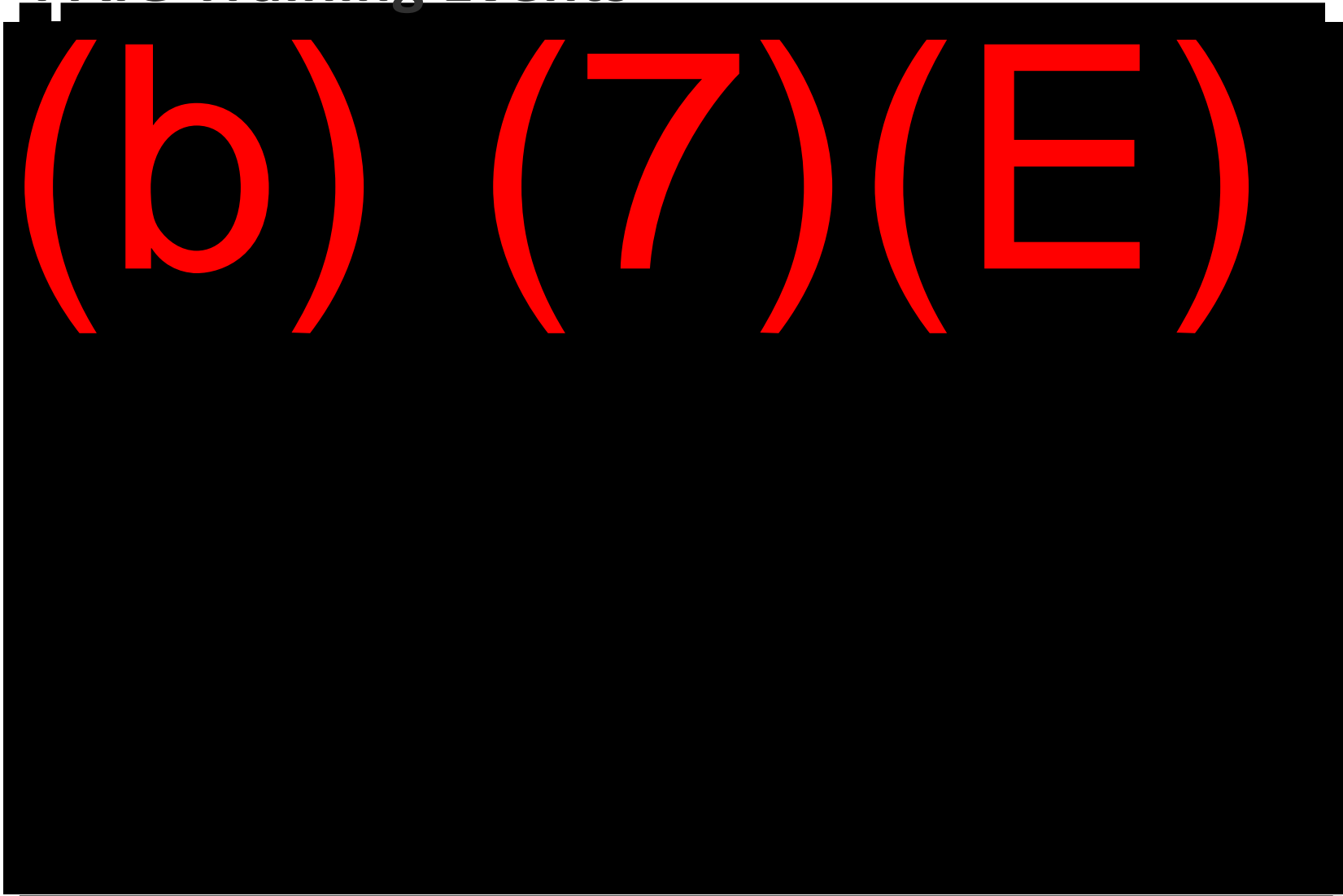
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

PAIG Training Events

- Includes
 - (b) (7)(E) 101, (b) (7)(E) specific ngs
- FY18 –
 - 27 Events
 - (b) (7)(E) participants
 - 20 – (b) (7)(E)
 - 7 – Field External

(b) (7)(E)
- FY19 (to date)
 - 9 Events
 - (b) (7)(E) participants
 - 4 – (b) (7)(E)
 - 5 – Field/External –

(b) (7)(E)
- Upcoming
 - (b) (7)(E)



PAIG STATISTICAL SUMMARY

Your Bang for Your Buck

(b) (7)(E)

Staff

(b) (7)(E)

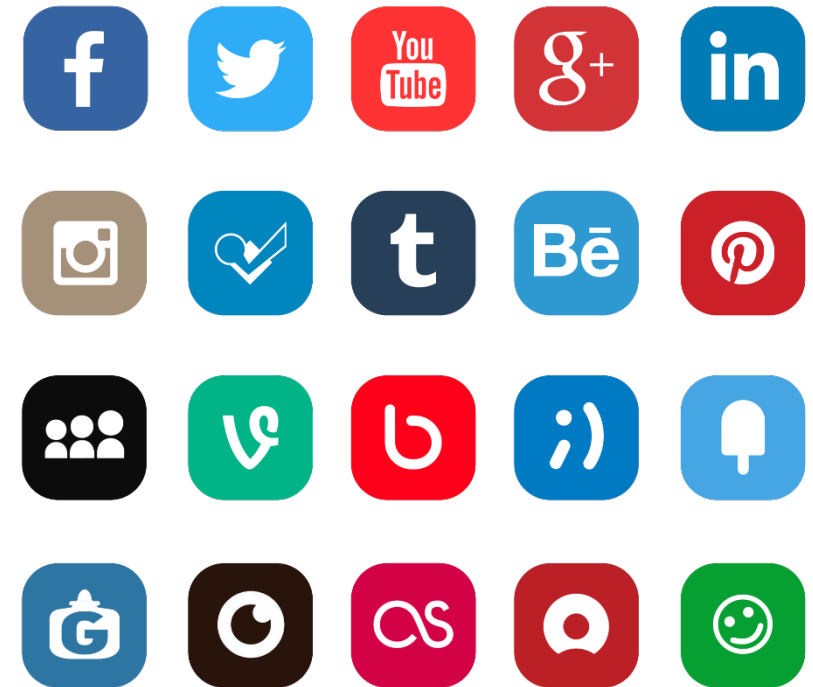
Cases worked FYTD

(b) (7)(E)

Personnel Trained FY18

(b) (7)(E)

Licenses Managed FY19



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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)

(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...”



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

Ongoing Issues and Challenges

(b) (7) (E)



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NTC Exploits AD ID To Help DEA-SOD Locate Tijuana Kidnapping Victim

(b) (7)(E), (b) (7)(A)



Success Story: Publicly Available Information Group (PAIG)

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



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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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b)(7)(E)



(b) (7)(E)

(b) (7)(E)

(b) (7)(E)

(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...”

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)

(b) (7)(E) · Venntel

(b) (7)(E)

Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)



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Organizational Structure

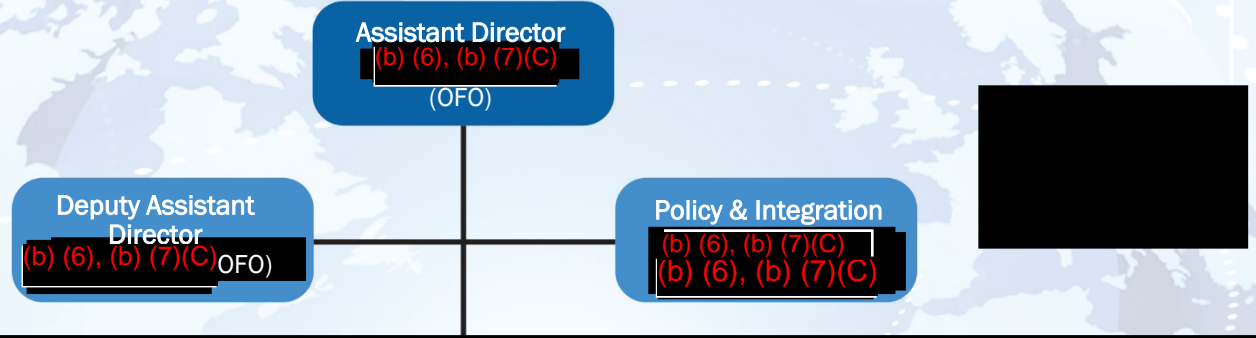


U.S. Customs and Border Protection

National Targeting Center
Publicly Available Information Group - Overview



(b) (7)(E)



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

Counter Network Division Procurement Process

BOTTOM LINE UP FRONT

(b) (7)(E)

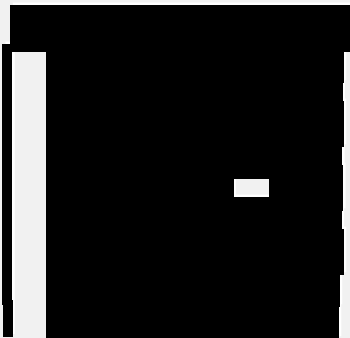
(b) (7)(E)

BACKGROUND

- Implemented Strategic Requirements Plan tied to CBP Strategy 2020 – 2025.
- 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.
- 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.

(b) (7)(E)

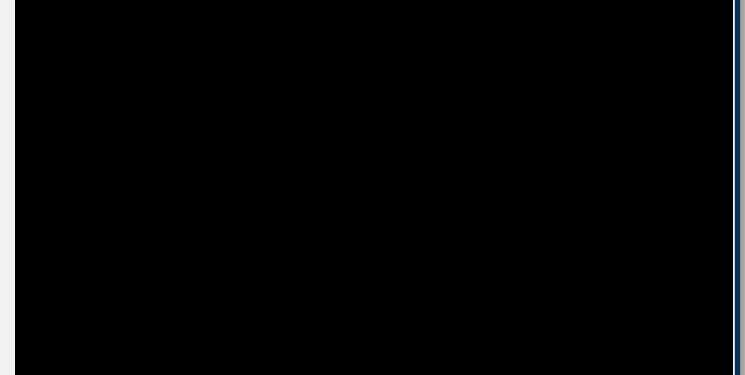
(b) (4), (b) (7)(E)



(b) (4), (b) (7)(E), (b) (5)



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





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)



Procurement & Personnel Way Forward

BOTTOM LINE UP FRONT

(b) (5)

KEY RECOMMENDATIONS

(b) (5)



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

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

PAIG Workflow

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)

0
%



PAIG WORKLOAD STATISTICS

(b) (7)(E) Workload by Month





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) (7)(E)



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(b) (7)(E)



(b) (7)(E)



(b) (7)(E)



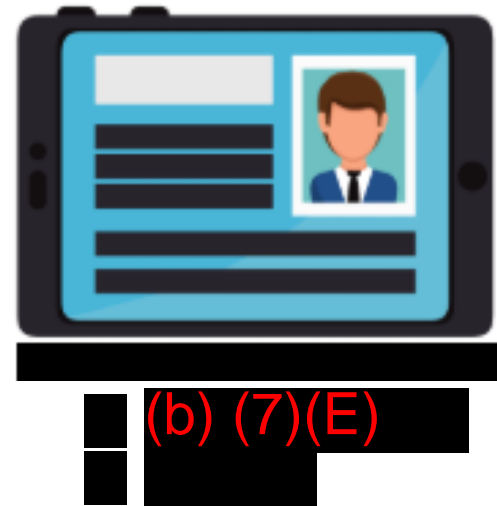
(b) (7)(E)



(b) (7)(E)

Technology Enabled Tools

- Managing Access to Platforms and Licenses to Achieve Efficiencies –





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.
- (b) (7)(E), (b) (5)



CBP Evaluation Committee on Use of (b) (7)(E) 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

(b) (7) (E)

(b) (7) (E)  VENNTEL (b) (7) (E)

(b) (7) (E)



The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7)(E) 101, (b) (7)(E) Fundamentals, &
(b) (7)(E) specific trainings:

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

(b) (7)(E)

- **FY20 to date –**
 - 14 Events
 - (b) (7)(E) participants
 - 12 – (b) (7)(E)
 - 3 – Field/External

(b) (7)(E)

- Pending

(b) (7)(E)

PAIG Training Events

(b) (7)(E)



(b) (7)(E)

(b) (7) (E)



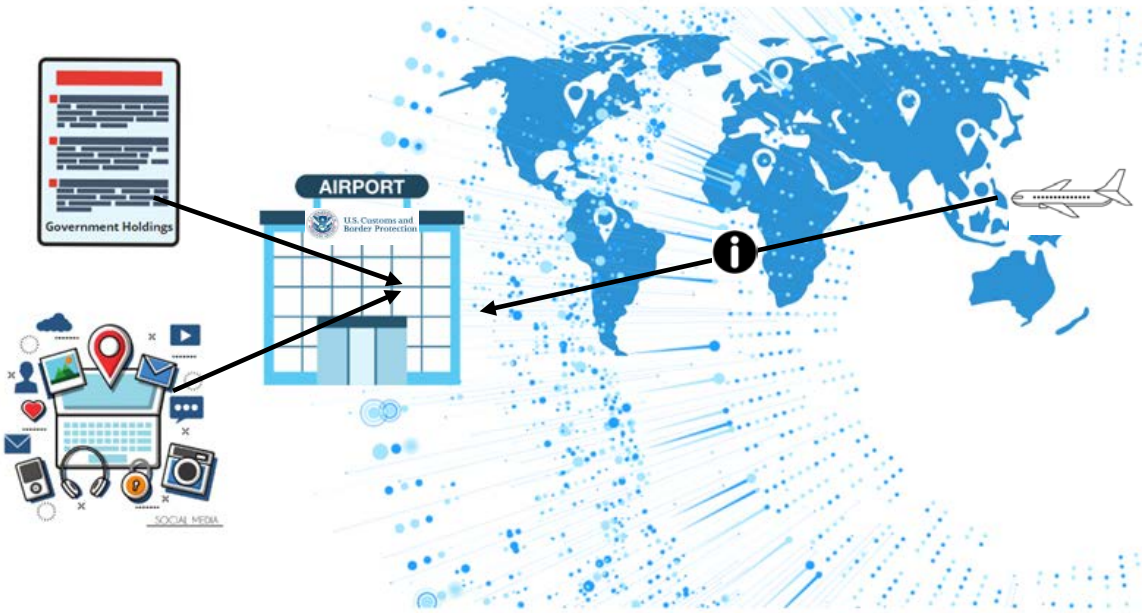
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



Passenger List

Passenger Name	DOB	Passport No.	Flight No.	Class	Seat	Carrier	Origin	Destination
...





COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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



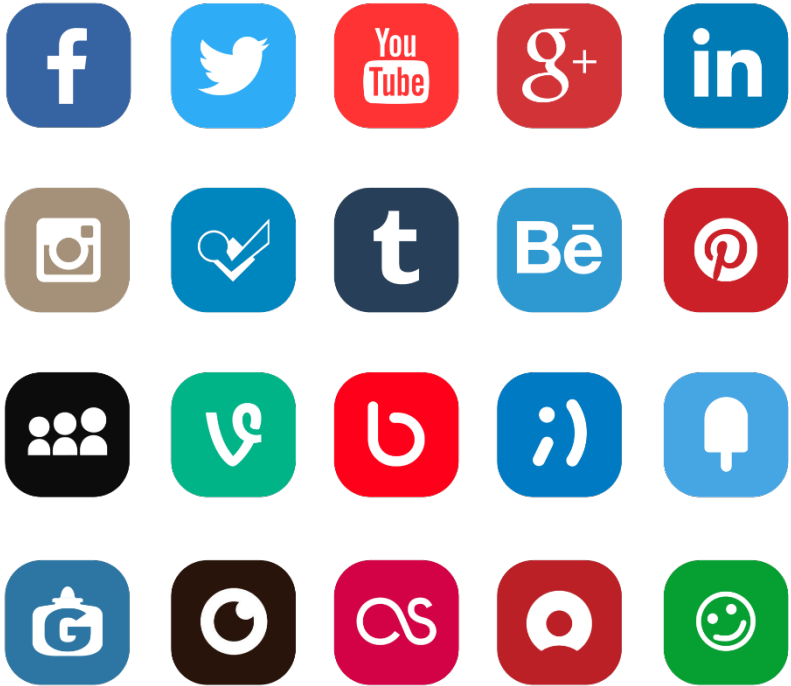
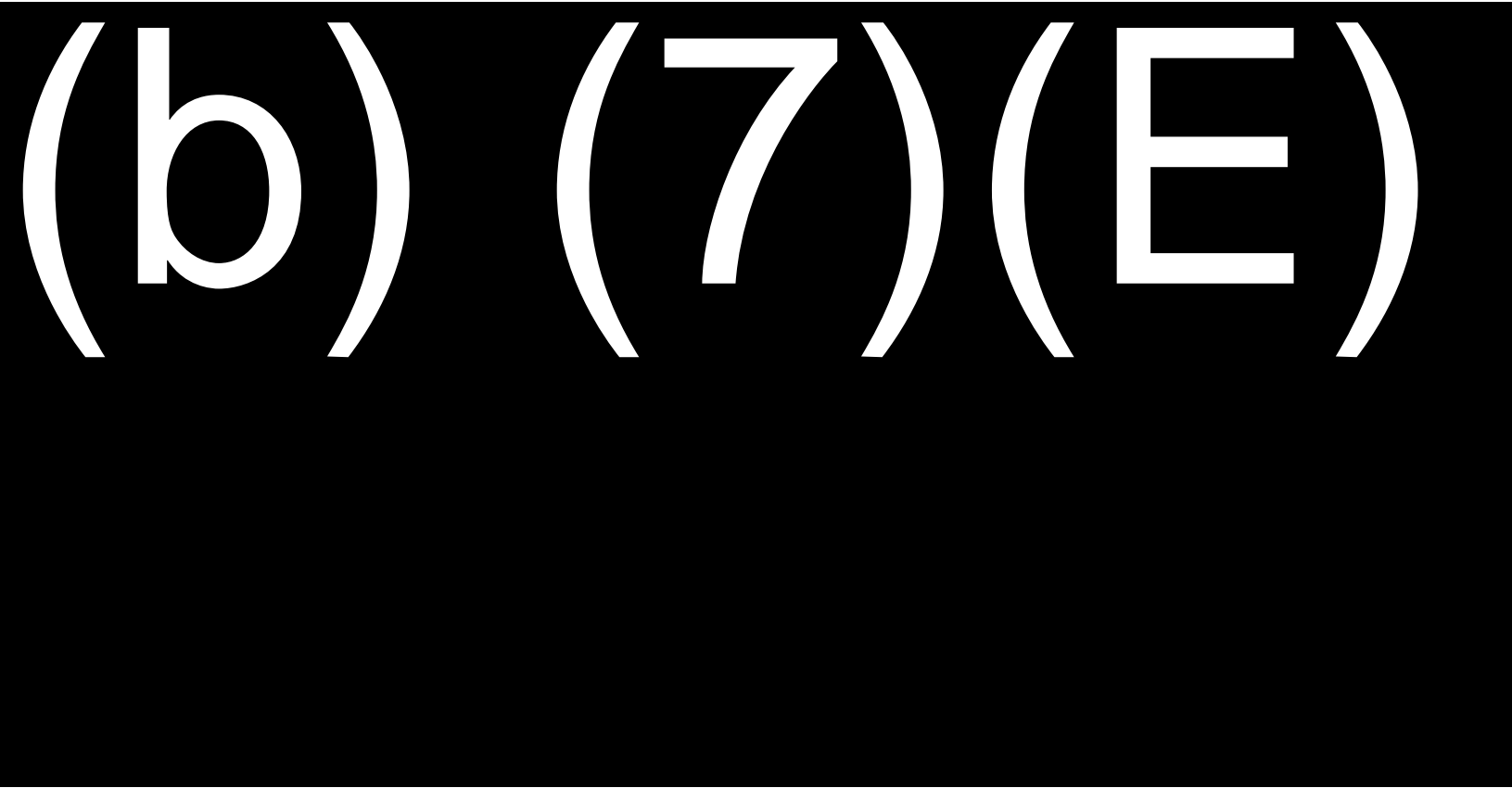
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

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)

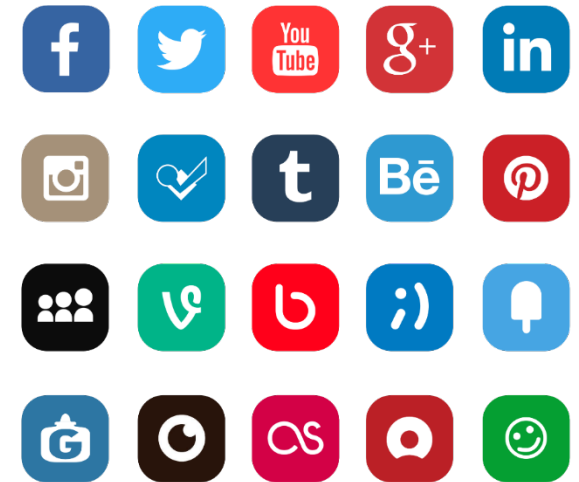
Focus Areas

(b) (7)(E)

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

Commercial Tools

(b) (7)(E)
 (b) (7)(E) · Venntel
 (b) (7)(E)



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Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
 - (b) (7)(E)
 - Multiple Sessions at (b) (7)(E)
- (b) (7)(E)
- Coordinated with (b) (7)(E)

(b) (7)(E)

(b) (7)(E)



Organizational Structure

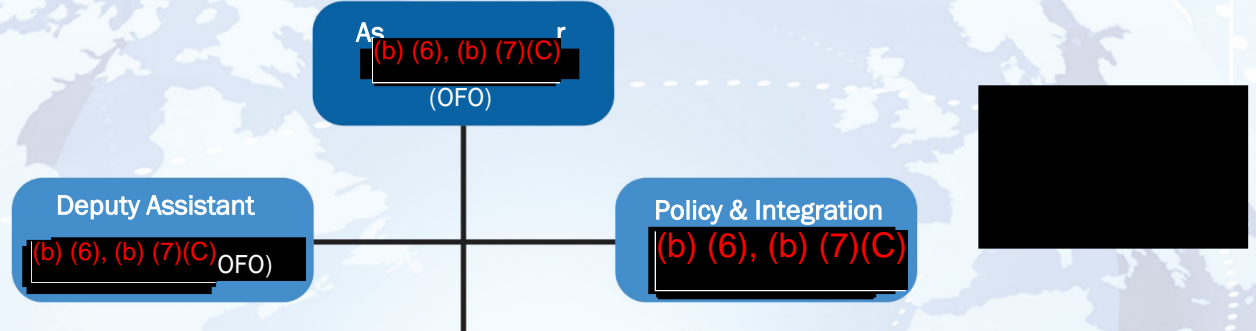


U.S. Customs and Border Protection



National Targeting Center
Publicly Available Information Group - Overview

(b) (7)(E)



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

[Redacted area]



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

PAIG WORKLOAD STATISTICS

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

Work Flow/Process

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

Statistics Overview

- (b) (7)(E)
-
-
-



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7) (E)

(b) (7) (E)



(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7)(E)

(b) (7)(E)

- *GeoLocation Data – Venntel* (b) (7)(E)

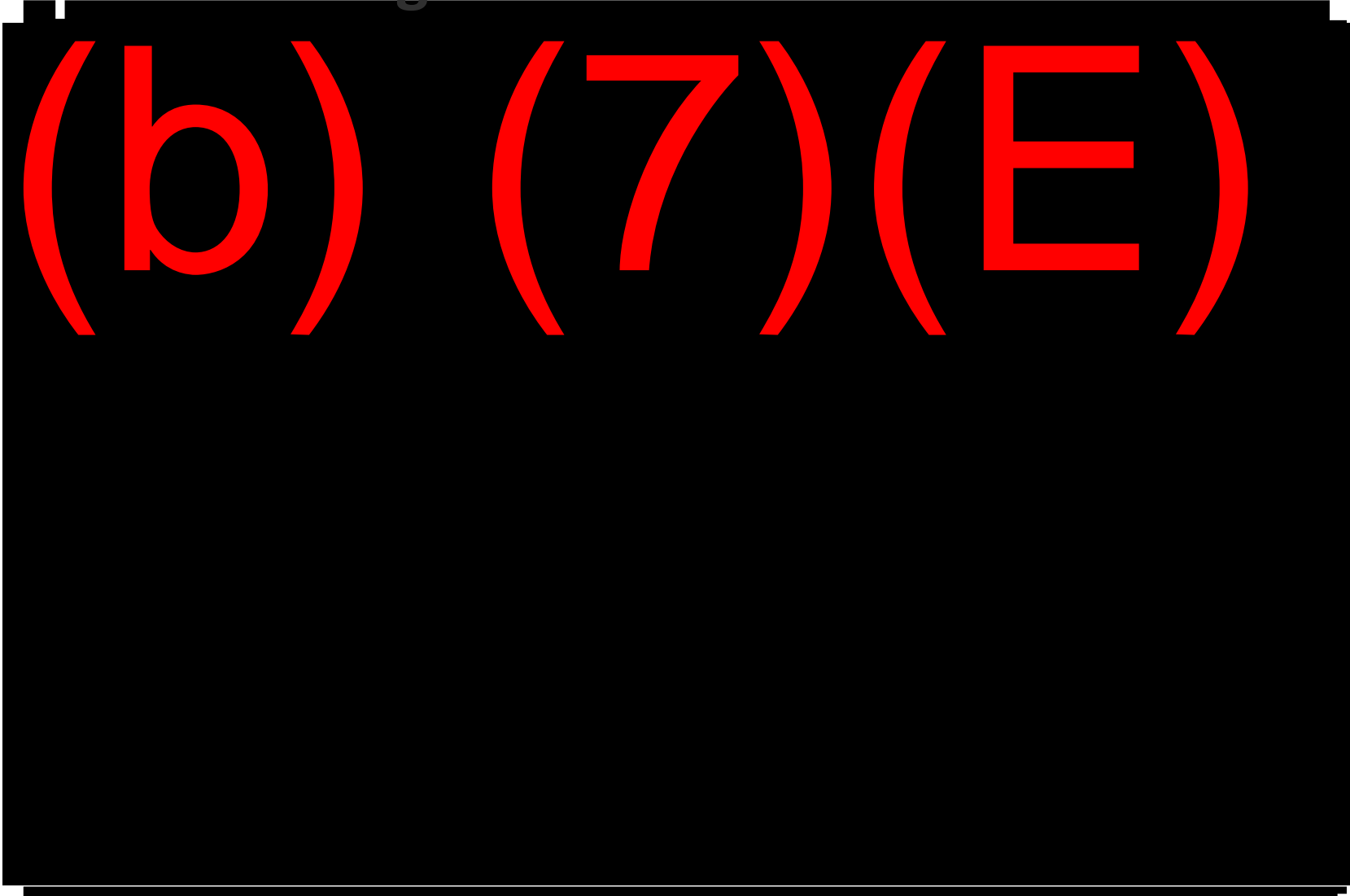
(b) (7)(E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

PAIG Training Events

- Includes
 - (b) (7)(E) 101, (b) (7)(E) specific trainings
- FY18 –
 - 27 Events
 - (b) (7)(E) participants
 - 20 – (b) (7)(E)
 - 7 – Field/External
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
- FY19 (to date)
 - 9 Events
 - (b) (7)(E) participants
 - (b) (7)(E)
 - 5 – Field/External –
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
 - (b) (7)(E)
 - Upcoming in April
 - (b) (7)(E)





COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

(b) (7) (E)

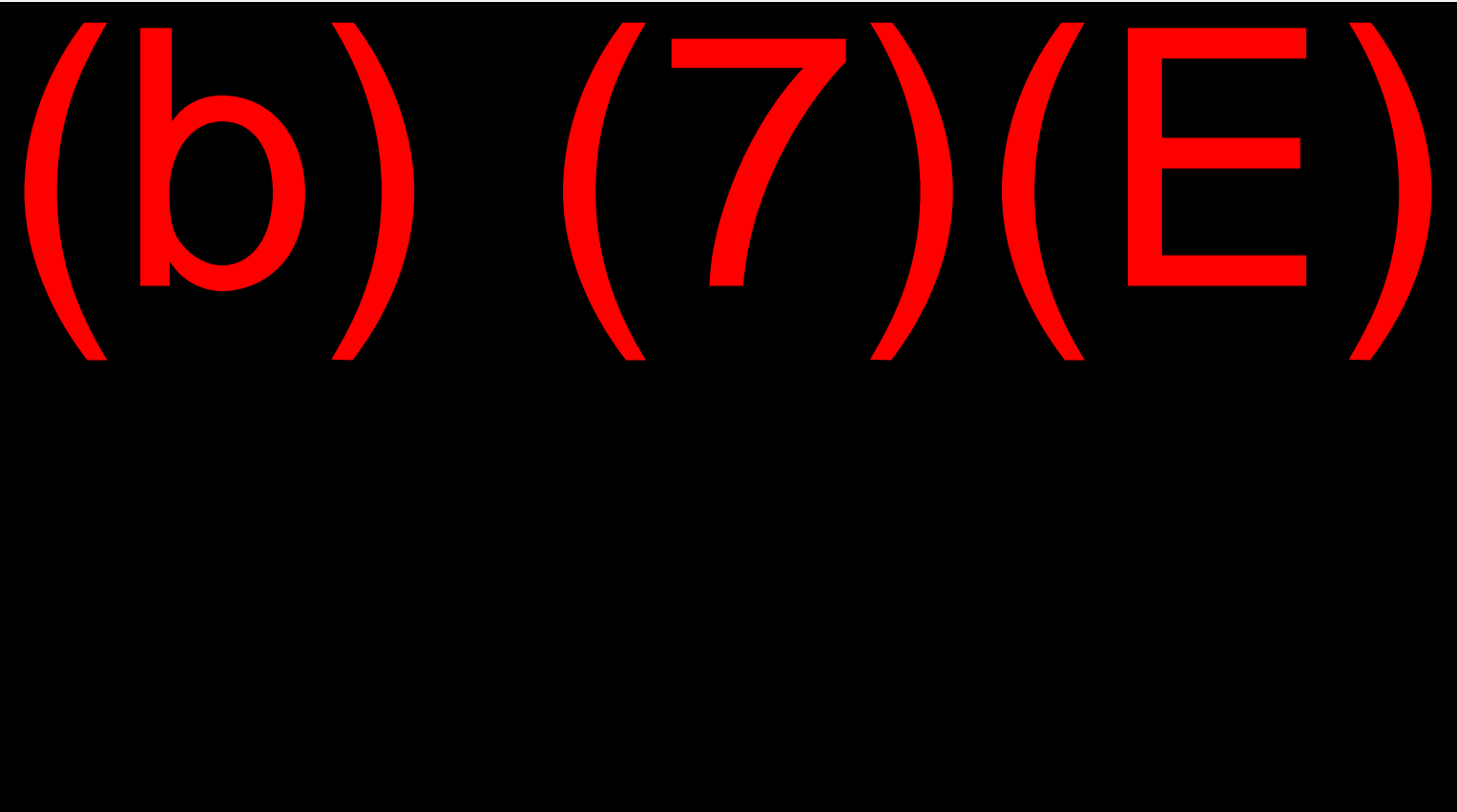
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The Rule of 150 (Dunbar): coined by British anthropologist Robin Dunbar and is defined as “the suggested cognitive limit to the number of people with whom one can maintain stable social relationships...”



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

Ongoing Issues and Challenges



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(b) (7)(E)

(b) (7)(E), (b) (7)(A)



Success Story: Publicly Available Information Group (PAIG)

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



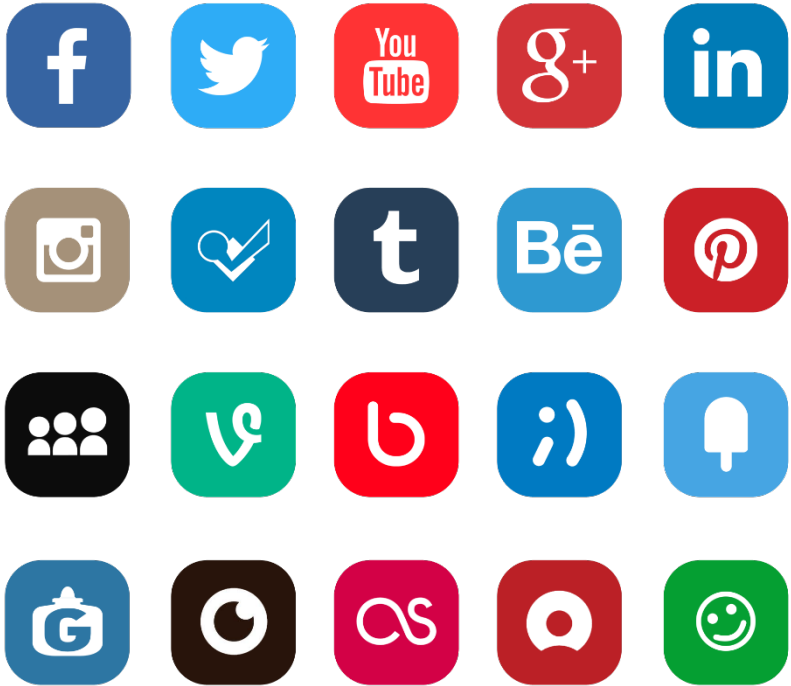
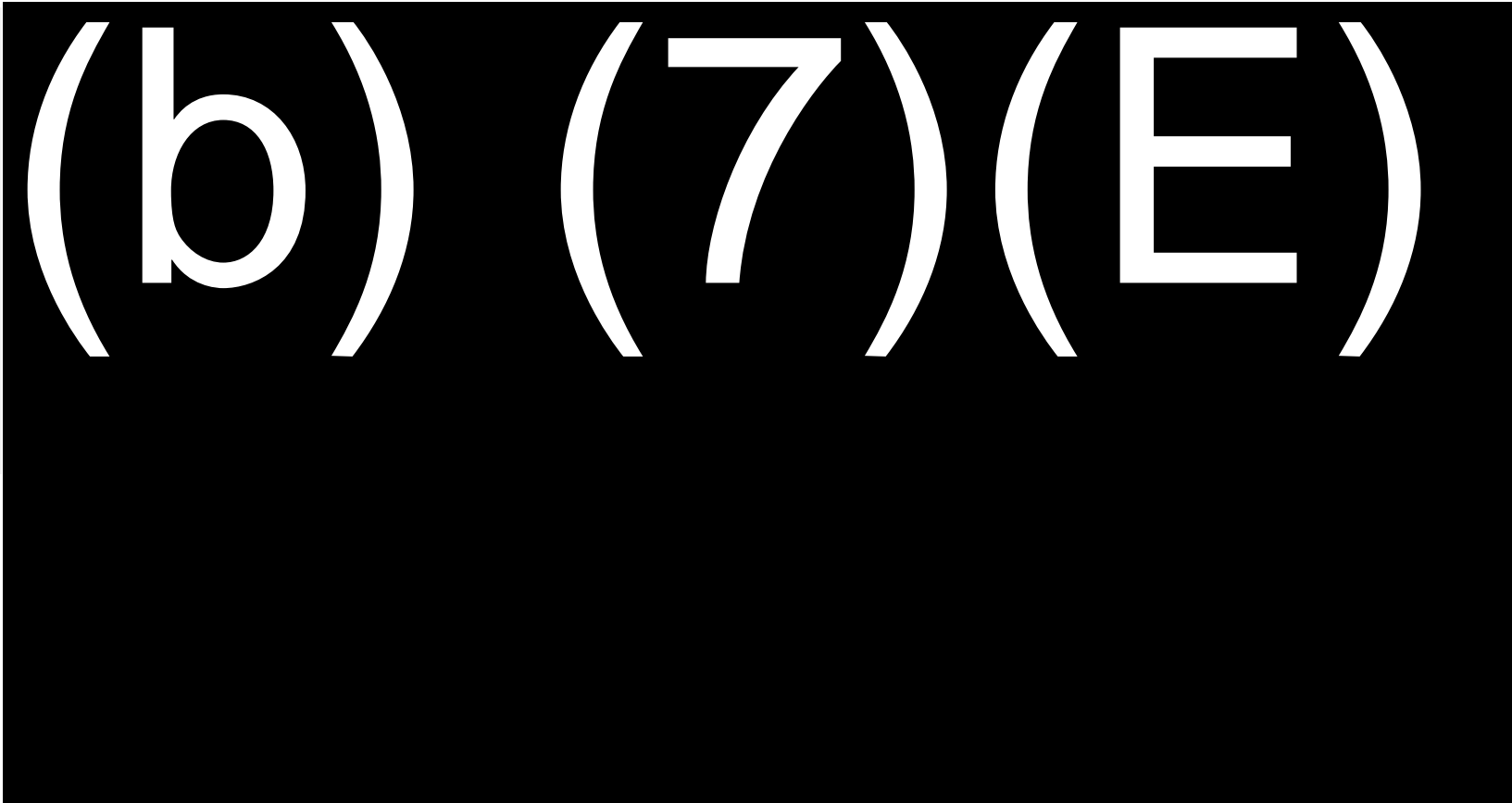
Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

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
- Outreach/Collaboration

Commercial Tools

(b) (7)(E)

Venntel

(b) (7)(E)

(b) (7)(E)

(b) (7)(E)

Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions a (b) (7)(E)
- Coordinated with (b) (7)(E)



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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

The Tools We Evaluate, Use, Manage & Deploy

(b) (7) (E)

(b) (7) (E)



(b) (7) (E)



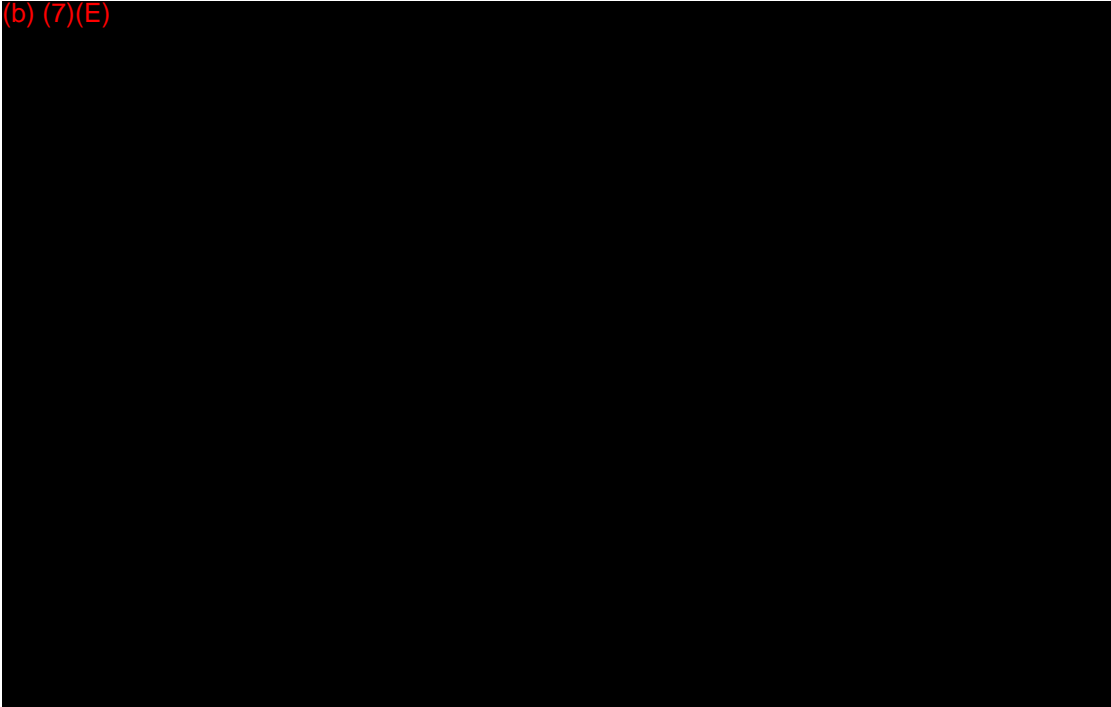
COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

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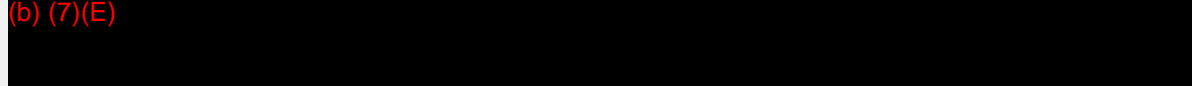


COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP (PAIG)

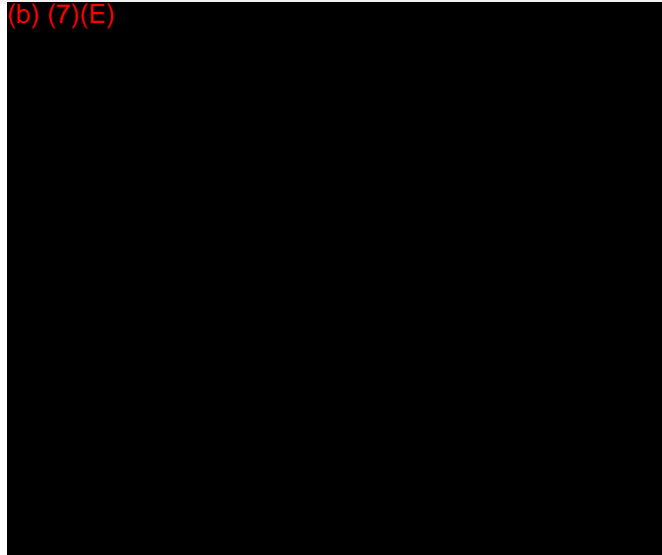
(b) (7)(E)




(b) (7)(E)



(b) (7)(E)



(b) (7)(E)



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(b) (7)(E)

(b) (7)(E), (b) (7)(A)



Success Story: Publicly Available Information Group (PAIG)

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



Slide Title

(b) (7)(E), (b) (6), (b) (7)(C), (b) (7)(A)



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?

(b) (7) (E)



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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

(b) (7) (E)



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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...”

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)

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Training

- (b) (7)(E) 101: Basic Capabilities Brief
- (b) (7)(E) Fundamentals
- (b) (7)(E)
- Multiple Sessions at (b) (7)(E)
- Coordinated with (b) (7)(E)



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Organizational Structure

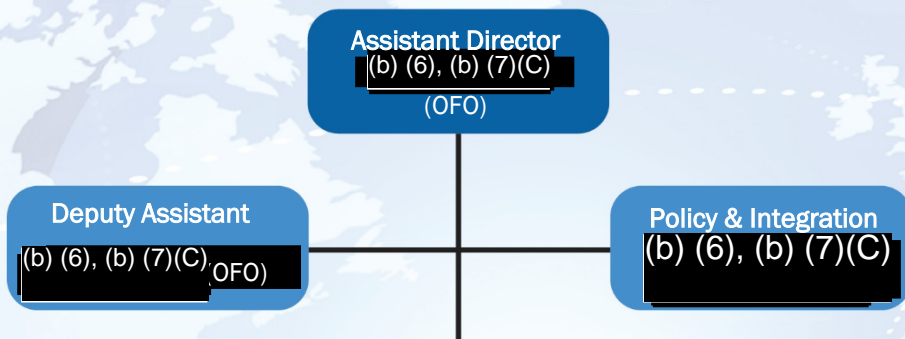


U.S. Customs and Border Protection

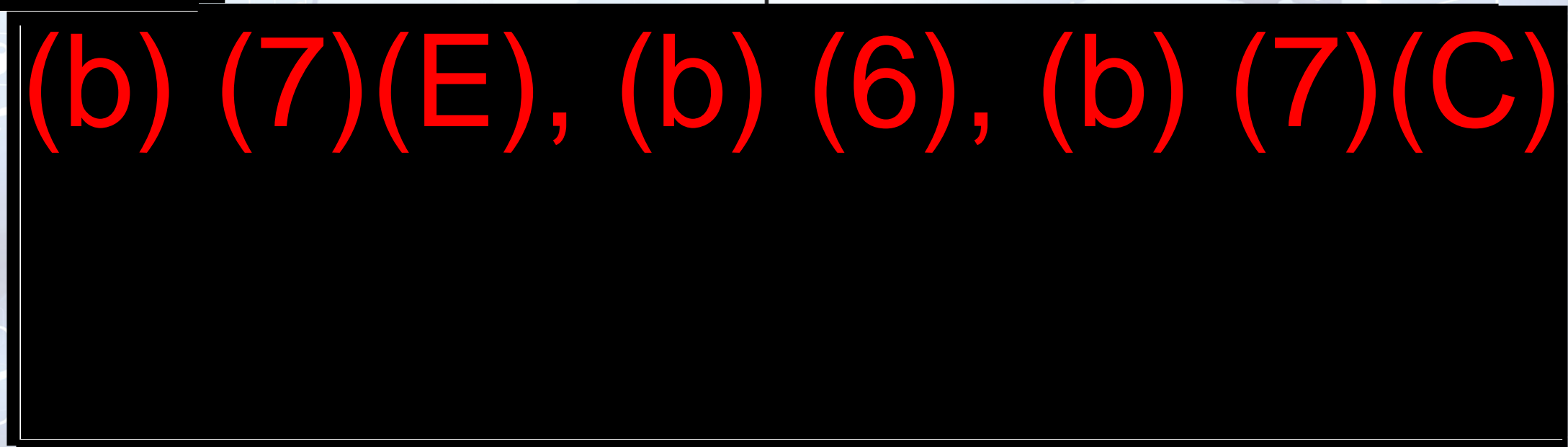


National Targeting Center
Publicly Available Information Group - Overview

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





Counter Network Division Procurement Process

BOTTOM LINE UP FRONT

(b) (7)(E)

BACKGROUND

- Implemented Strategic Requirements Plan tied to CBP Strategy 2020 – 2025.
- 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.
- 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.

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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)



Procurement & Personnel Way Forward

BOTTOM LINE UP FRONT

(b) (5)

KEY RECOMMENDATIONS

(b) (5)



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

PAIG Workflow

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

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



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(b) (7) (E)



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PAIG WORKLOAD STATISTICS

PAIG Workload by Month
FY 2019 - FY2020 (to date)

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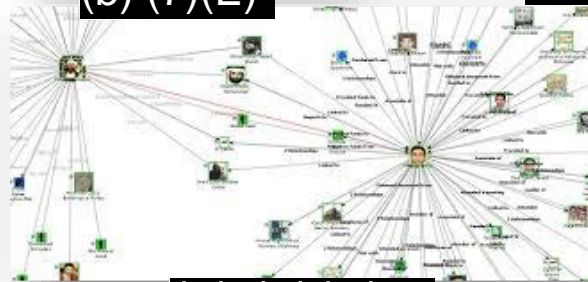
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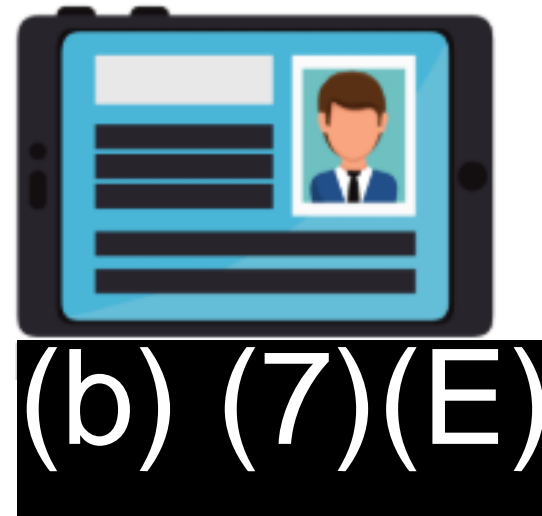
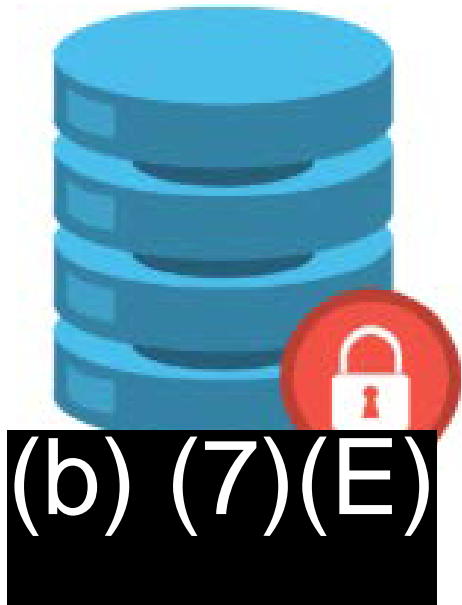
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Technology Enabled Tools

- Managing Access to Platforms and Licenses to Achieve Efficiencies –





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) (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.

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



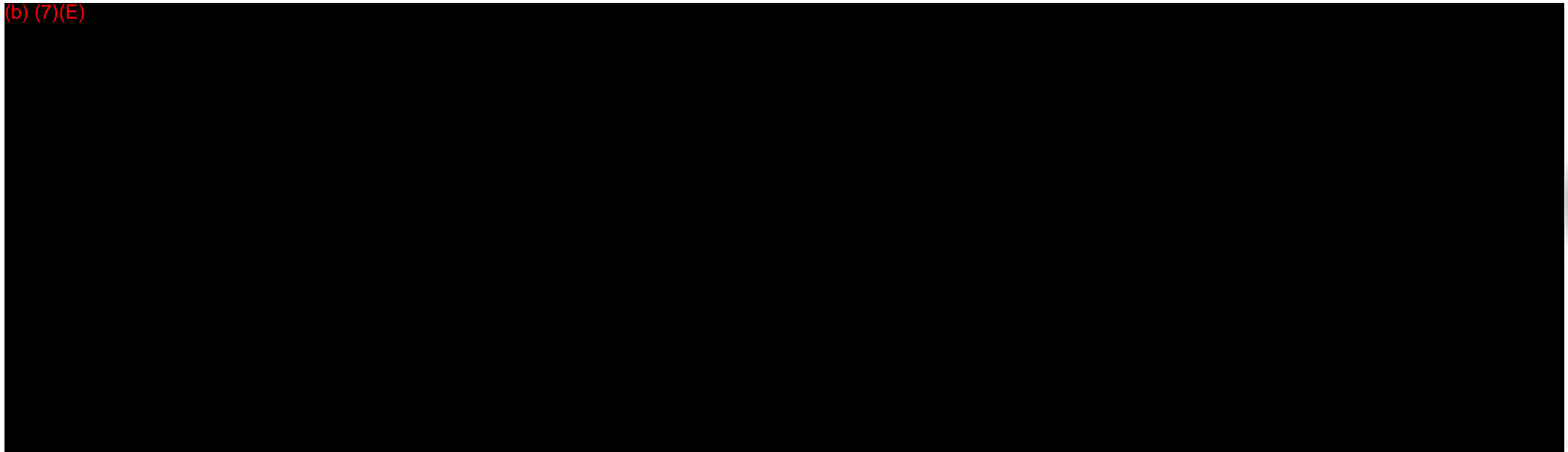
CBP Evaluation Committee on Use of (b) (7)(E) Ad-ID Data

- 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) I, 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



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The Tools We Evaluate, Use, Manage & Deploy

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



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(b) (7)(E) Fundamentals, &
(b) (7)(E) specific trainings:

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

(b) (7)(E)

- **FY20 to date –**
 - 14 Events
 - (b) (7)(E) participants
 - 12 – (b) (7)(E)
 - 3 – Fi External

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PAIG Training Events

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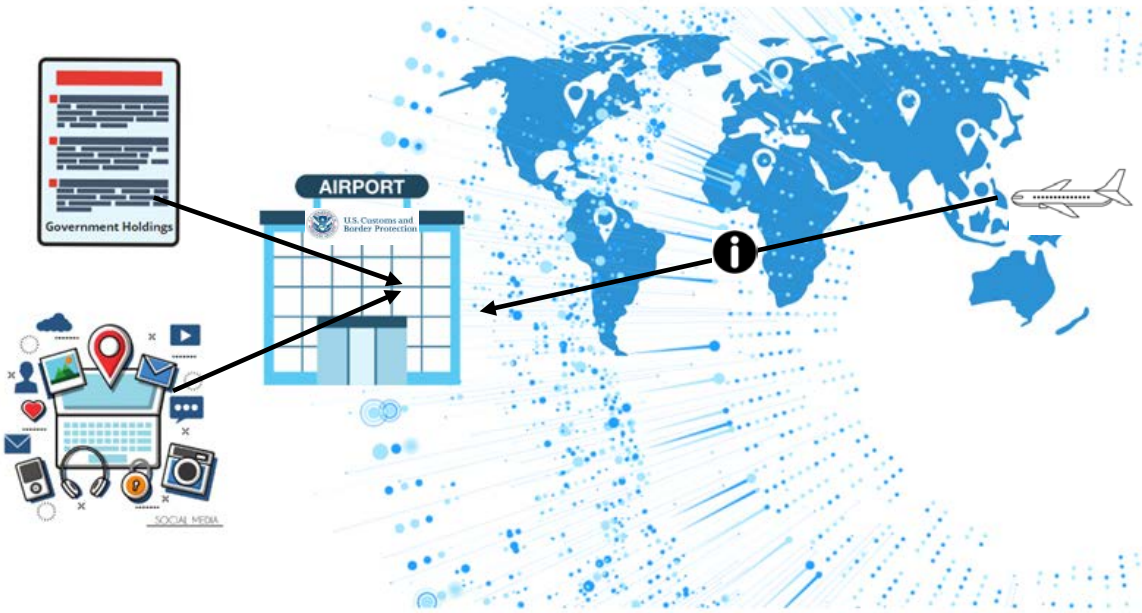
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COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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



COUNTER NETWORK DIVISION – PUBLICLY AVAILABLE INFORMATION GROUP

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