



BLUEPRINT FOR
Maryland's Future
Accountability &
Implementation Board

Privacy Notice

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Contents

- Introduction
- What Personal Information We Collect
- Why We Collect and Process Your Personal Information
- Knowledge and Consent
- Limiting Collection
- Use, Disclosure, and Retention of Personal Information
- Accuracy
- Safeguarding Personal Information
- Privacy Notice Changes
- Access to Personal Information
- Artificial intelligence
- How to Contact Us
- Email
- Website Privacy



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Maryland's Future
Accountability &
Implementation Board

Introduction

Protecting Your Information

The State of Maryland's Accountability and Implementation Board works to protect your personal information. This includes keeping it private, accurate, and secure. We do this by using fair information privacy rules.

What This Document Covers

This document explains:

- How we collect your personal information
- How we use it
- How we protect it
- How we share it

We are responsible for protecting any personal information we control. This notice applies to all personal information we collect, use, and share through our websites, in-person services, and written correspondence.

What Personal Information We Collect

We may collect and use certain personal data about you:

- Standard Identifiers: Full Name (included given and surnames), email address, mailing address, organization affiliation, county of residence
- Sensitive Data: Data revealing racial or ethnic origin, organization affiliation (which may indicate information on race, ethnicity, religious beliefs, sexual orientation, national origin, citizenship or immigration status, medical status, etc.), or personal data of an individual known or reasoned to be a child

We follow official State and federal laws to protect your privacy while providing these services. These laws include:

- Family Educational Rights and Privacy Act (FERPA)



BLUEPRINT FOR
Maryland's Future
Accountability &
Implementation Board

- Maryland Public Information Act
- Maryland Online Data Privacy Act,
- Health Insurance Portability and Accountability Act (HIPAA)

Why We Collect and Process Your Personal Information

a. Why we Collect Your Information

We collect, use, and share your personal information to determine, for example, if our programs and resources are accessible, equitable, and effectively serving communities across the state. We also collect information as part of public feedback (via surveys or other informational gathering tools). In these cases, respondents can determine if they want their information available publicly or privately. We may also collect certain personal information for other purposes, such as in order to fulfill a service or benefit request that requires that information.

We may offer you the opportunity to apply for other helpful State programs. In certain circumstances, the purposes for which information is collected may be self-explanatory, and consent may be implied, such as where you or a designee provide your name, address, and payment as part of an application or other process.

b. How We Use Your Information

We collect and use your personal information to check if you qualify for the benefits or services you've asked for, to follow-up on outreach/input, to indicate partnerships with our organization, and to illustrate the impact of our organization.

What We Do with Your Information

- Legal and Regulatory Compliance: We use your information to meet laws and regulations, support audits and evaluations, and improve our programs and operations.
- Sharing Information: Where allowed by law, we might share information with other government agencies or authorized entities for these purposes.



BLUEPRINT FOR
Maryland's Future

Accountability &
Implementation Board

How We Protect Your Information

We only use your personal information as needed for these purposes and follow privacy and data protection laws.

Sharing & Consent

- Other Opportunities: We might inform you about programs from other agencies that could help you.
- Implied Consent: When you provide information like your address or payment details as part of an application or in response to a survey or public testimony opportunity, we consider it your permission to use that data for that specific purpose, unless you explicitly indicate otherwise.
- Service Improvements: We also use data to analyze and enhance State services and to stay compliant with the law.

Knowledge and Consent

We will let you know and get your okay before we gather, use, or share your information, unless the law lets or requires us do it without asking. We will tell you why we need your information before or when we ask for it.

Choosing to give us your information is up to you. We will not require you to consent to the collection, processing, or disclosure of information as a condition to the supply of a product or service, unless such information is necessary to provide the product or service to you, or if it is required by law. Your signature on a document or “clicking” your agreement on an electronic application serves as your consent.

Limiting Collection

We have rules to limit the data we collect. We only gather the personal information needed to do our job.

If we get your information from another source, like the government or a verification company, we use legal agreements. This ensures we only get what the law or contract requires.



BLUEPRINT FOR
Maryland's Future
Accountability &
Implementation Board

Use, Disclosure, and Retention of Personal Information

Use of Your Data: We use your data only for the purpose it was first collected, unless you give permission, for legitimate government purposes, or the law demands it. We keep your information only as long as needed to complete that task, following State record timelines.

Sharing Your Data: We might share your data with contractors who help us with your requests. These contractors must sign strict contracts to keep your data secure and confidential. We never sell your personal information to anyone.

Anonymizing Your Data: To better serve you, we might remove your name and details to make your data anonymous. We may share this “anonymized” data with other Maryland State agencies for research and to improve services. We use advanced tools to block your identity, so agencies can study trends without seeing your private details.

Public Access to Records: Government records may be open to the public if required by the [Maryland Public Information Act](#). However, Maryland law has safety exceptions to keep your private details from being released to the public.

Accuracy

We make sure your information is correct, complete, and current. We might ask you to verify your details.

Under the Maryland Public Information Act, you can ask us to fix mistakes, update old facts, or add missing information to your records. It's your job to provide us with accurate details and let us know when your information changes.

Safeguarding Personal Information

Protecting Your Data: State and federal laws require us to keep your personal information safe. For instance, health information is protected by the Health Insurance Portability and Accountability Act (HIPAA), and FERPA (Family Educational Rights and Privacy Act) protects the privacy of student education records. Under Maryland law, we use strong safeguards or security measures to protect your data. These methods include secret codes (encryption), strict access controls, and locked storage systems.



BLUEPRINT FOR
Maryland's Future
Accountability &
Implementation Board

What Happens if Someone Accesses Your Data Unauthorized: If someone accesses your information without proper authority, we will tell you about it according to the law and our privacy incident plan.

Privacy Notice Changes

We check and update this notice at least once a year to keep up with new laws, technology and best practices. We will let you know about any big changes by posting the new rules with a new "Last Updated" date.

Access to Personal Information

Requesting Your Information: You can ask us to share what information we have about you and how it is used. You have the right to request to review. You can ask us to change or delete data you provided directly, depending on State laws. If the data came from another source, you must contact that source to change their files.

What We Can't Show You: Sometimes, we can't show you certain files because of the law. We can't show you records that include:

- Private data about other people
- Files restricted by police or law enforcement
- Information covered by official security rules

If We Deny Your Request: If we have to deny your request, we will explain why in writing and keep a record of it.

Artificial intelligence

AI Technology is becoming more common. We may use it directly and indirectly in providing services to you.

Direct Interaction with AI: For example, when seeking services or information, you might speak or chat with a chatbot.

Indirect Interaction with AI: Indirect use includes our use of programs that automatically sort data.



BLUEPRINT FOR
Maryland's Future
Accountability &
Implementation Board

Our Commitment to You: We are committed to being clear and open when you use AI. We follow Maryland's [Responsible AI Policy](#) to protect your data.

How to Contact Us

You can ask questions about this notice, request data, or report a privacy issue by contacting our Privacy Team. You can contact our Agency Privacy Officer (APO):

Liz Smith

AIB@maryland.gov

60 State Street, Suite 200, Annapolis, MD

Email

If you email us, we will use your message to answer your questions. Your emails are like official letters. They can become public records and may be shared if someone asks for them under the Maryland Public Information Act.

Website Privacy

This section explains privacy practices related to our website(s).

a) Cookies

A cookie is a small file saved on your computer when you visit a website. We use cookies to help our site work well, count visitors, and make your experience better. Most web browsers accept cookies by default. You can change your settings to block cookies, but doing so might stop some features from working.

b) Information Collected and Stored Automatically

When you visit our pages or download files, our systems automatically collect some basic information. This information does **not** identify you personally. Here's what we collect:



BLUEPRINT FOR
Maryland's Future

Accountability &
Implementation Board

- Your internet domain (like Maryland.gov) and your device's (e.g., computer, phone) IP address. An IP address is a special number given to your device by your internet service provider. This helps your device talk to others on the internet
- The type of web browser (e.g., Chrome, Safari) and operating system you are using
- The date and time of your visit
- The specific pages you view
- Where you click on the site (not including any text you type in forms)

We use this data to improve our websites, to learn about the number of visitors on our sites, and to understand what technology people are using. We do not track or record personal information about individual visits.

c) Other Websites

We link to websites that are not part of the Maryland government. Our privacy rules do not apply once you leave a Maryland.gov site. We can't control how these other websites use your data. Always check their privacy statements to understand how they handle your information.

d) Site Security

To protect our websites and make sure they are accessible to everyone, we use special security tools. These tools watch the traffic on our network. They help us find and stop any attempts to change data or harm our pages.

We do not try to find out who individual users are unless it is part of a police investigation. Uploading unauthorized information or damaging government computer systems is against the law. This can lead to punishment under both State and federal laws. In the event of a data breach, we will notify the impacted individuals according to the law and our data breach plan.