

**West Virginia Executive Branch  
Privacy Policy: Consent**

**Consent for New Uses of PI**

**QUESTION:**

**Are departments able to use PII collected for one purpose, then use for a new purpose?**

**ANSWER:**

How we use private information (PI) changes over time. Occasionally we want to use PI that we have collected for one purpose for an entirely different purpose. For example, a Transportation Agency might contact a Senior Services Agency to obtain a list of senior citizens that might be eligible to participate in a new transportation service.

If the new use or disclosure is mandated by a particular law, you do not need consent. You can always use PI as required by law.

If there is not a specific legal mandate, then you have to determine if the new use or disclosure is described in the applicable privacy notice. If it is, then you do not need any additional consent. You can always use PI as described in the privacy notice.

If your new use or disclosure is not contemplated by the privacy notice, however, you will need to obtain consent from the affected individuals prior to using or sharing their PI. Contact your manager or Privacy Officer for help determining how to best obtain consent for the new program.