



PRIVACY IMPACT ASSESSMENT (PIA)

For the

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US Army Deputy Chief of Staff for Personnel / Human Resources Command (HRC)

SECTION 1: IS A PIA REQUIRED?

a. Will this Department of Defense (DoD) information system or electronic collection of information (referred to as an "electronic collection" for the purpose of this form) collect, maintain, use, and/or disseminate PII about members of the public, Federal personnel, contractors or foreign nationals employed at U.S. military facilities internationally? Choose one option from the choices below. (Choose (3) for foreign nationals).

- (1) Yes, from members of the general public.
- (2) Yes, from Federal personnel* and/or Federal contractors.
- (3) Yes, from both members of the general public and Federal personnel and/or Federal contractors.
- (4) No

* "Federal personnel" are referred to in the DoD IT Portfolio Repository (DITPR) as "Federal employees."

b. If "No," ensure that DITPR or the authoritative database that updates DITPR is annotated for the reason(s) why a PIA is not required. If the DoD information system or electronic collection is not in DITPR, ensure that the reason(s) are recorded in appropriate documentation.

c. If "Yes," then a PIA is required. Proceed to Section 2.

SECTION 2: PIA SUMMARY INFORMATION

a. Why is this PIA being created or updated? Choose one:

- New DoD Information System New Electronic Collection
- Existing DoD Information System Existing Electronic Collection
- Significantly Modified DoD Information System

b. Is this DoD information system registered in the DITPR or the DoD Secret Internet Protocol Router Network (SIPRNET) IT Registry?

- Yes, DITPR Enter DITPR System Identification Number 16519 DA303120
- Yes, SIPRNET Enter SIPRNET Identification Number []
- No

c. Does this DoD information system have an IT investment Unique Project Identifier (UPI), required by section 53 of Office of Management and Budget (OMB) Circular A-11?

- Yes No

If "Yes," enter UPI

If unsure, consult the Component IT Budget Point of Contact to obtain the UPI.

d. Does this DoD information system or electronic collection require a Privacy Act System of Records Notice (SORN)?

A Privacy Act SORN is required if the information system or electronic collection contains information about U.S. citizens or lawful permanent U.S. residents that is retrieved by name or other unique identifier. PIA and Privacy Act SORN information should be consistent.

- Yes No

If "Yes," enter Privacy Act SORN Identifier

A0601-210 AHRC

DoD Component-assigned designator, not the Federal Register number.
Consult the Component Privacy Office for additional information or
access DoD Privacy Act SORNs at: <http://www.defenselink.mil/privacy/notices/>

or

Date of submission for approval to Defense Privacy Office

Consult the Component Privacy Office for this date.

(1 of 20 systems covered by the above SORN)

e. Does this DoD information system or electronic collection have an OMB Control Number?

Contact the Component Information Management Control Officer or DoD Clearance Officer for this information.

This number indicates OMB approval to collect data from 10 or more members of the public in a 12-month period regardless of form or format.

Yes

Enter OMB Control Number

Enter Expiration Date

No

f. Authority to collect information. A Federal law, Executive Order of the President (EO), or DoD requirement must authorize the collection and maintenance of a system of records.

(1) If this system has a Privacy Act SORN, the authorities in this PIA and the existing Privacy Act SORN should be the same.

(2) Cite the authority for this DoD information system or electronic collection to collect, use, maintain and/or disseminate PII. (If multiple authorities are cited, provide all that apply.)

(a) Whenever possible, cite the specific provisions of the statute and/or EO that authorizes the operation of the system and the collection of PII.

(b) If a specific statute or EO does not exist, determine if an indirect statutory authority can be cited. An indirect authority may be cited if the authority requires the operation or administration of a program, the execution of which will require the collection and maintenance of a system of records.

(c) DoD Components can use their general statutory grants of authority ("internal housekeeping") as the primary authority. The requirement, directive, or instruction implementing the statute within the DoD Component should be identified.

10 United States Code (USC) 503, Enlistments: Recruiting Campaigns, Compilation of Directory Information; and 10 USC 3013, Secretary of the Army.

g. Summary of DoD information system or electronic collection. Answers to these questions should be consistent with security guidelines for release of information to the public.

(1) Describe the purpose of this DoD information system or electronic collection and briefly describe the types of personal information about individuals collected in the system.

GOARMY.COM is a website that handles electronic recruiting efforts for the United States Army. This website receives over 100 million page views annually and has over 15 million visitors. It handles all accessioning and recruiting missions including the larger active duty, Army Reserve, and Reserve Officer Training Corps missions. GOARMY.COM is the hub of the Army's digital-centric marketing efforts. All marketing material for Army recruiting drives to GOARMY.COM, where prospects are provided a vast range of information about the depth and breadth of serving in the US Army, including up-to-date information on over 150 careers. The ultimate goal of this electronic recruiting tool is to provide prospective recruits the critical information needed for them to make an educated decision about joining the military. These decisions in turn become qualified leads through various activations on the site, including electronic business reply cards, emailing to the US Army Recruiting Command (USAREC) Virtual Recruiting Center, local recruiter contact information, and online applications for both USAREC and the US Army Cadet Command.

Types of PII collected include personal, contact, and education information.

(2) Briefly describe the privacy risks associated with the PII collected and how these risks are addressed to safeguard privacy.

The system and its components are maintained in a controlled, secure facility. Appropriate technical, personnel, physical and operational safeguards are in place for the access, collection, use and protection of information. Employees and appropriate contractor personnel are required to obtain security/information assurance training and certification based on system access levels and level of assigned responsibility. Data are passed via secure wide area networks or via use of virtual private networks. Due to the level of safeguarding, we believe the risk to individuals' privacy to be minimal.

h. With whom will the PII be shared through data exchange, both within your DoD Component and outside your Component (e.g., other DoD Components, Federal Agencies)? Indicate all that apply.

Within the DoD Component.

Specify. Army Audit Agency, Army Marketing and Research Group, Department of the Army Inspector General, Provost Marshal General, US Army Cadet Command, US Army Criminal Investigation Command, US Army Intelligence and Security Command, and US Army Recruiting Command.

Other DoD Components.

Specify. Defense Criminal Investigative Service and Department of Defense Inspector General.

Other Federal Agencies.

Specify. N/A

State and Local Agencies.

Specify. N/A

Contractor (Enter name and describe the language in the contract that safeguards PII.)

Specify.

McCann Worldwide (MRM) contractual language states: "Updates and/or upgrades the leads database based on emerging security requirements. These updated and/or upgrades shall be implemented immediately as they become identified by the Army or higher authority. The contractor shall also maintain and protect personally identifiable information (PII) maintained in the database, based on current DoD and Army rules and regulations." (C.5.1.6.6.9.) "The contractor shall include security requirements for the operation of fulfillment processes in the current Fulfillment SOP. The contractor shall implement all necessary upgrades and updates to the fulfillment process in accordance with emerging security requirements." (C.5.1.6.7.11.) The system shall include data for lead generation activities and provide lead generation analysis and tracking data consistent with current, evolving advertising industry practices in compliance with DoD and Army security and IT system regulations and guidelines.

Other (e.g., commercial providers, colleges).

Specify.

N/A

i. Do individuals have the opportunity to object to the collection of their PII?

Yes

No

(1) If "Yes," describe method by which individuals can object to the collection of PII.

Data are collected directly from individuals, who can object to its collection by refusing to provide it.

(2) If "No," state the reason why individuals cannot object.

N/A

j. Do individuals have the opportunity to consent to the specific uses of their PII?

Yes

No

(1) If "Yes," describe the method by which individuals can give or withhold their consent.

Data are collected directly from individuals who consent to its use by providing the data.

(2) If "No," state the reason why individuals cannot give or withhold their consent.

N/A

k. What information is provided to an individual when asked to provide PII data? Indicate all that apply.

- Privacy Act Statement Privacy Advisory
 Other None

Describe each applicable format.

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3. Privacy Act Notice: Disclosure of any information by you is strictly voluntary. However, delays in providing you requested materials may result by not providing complete information. All information collected will be used strictly for recruiting purposes. The authority for the collection of this information is Title 10, United States Code, Section 503.
4. For site management, information is collected for statistical purposes. This government computer system uses software programs to create summary statistics, which are used for such purposes as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.
5. For site security purposes and to ensure that this service remains available to all users, this government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.
6. Except for authorized law enforcement investigations, no other attempts are made to identify individual users or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with National Archives and Records Administration General Schedule 20.
7. For site navigation purposes only, cookies are used in a limited manner. Cookies are pieces of information that a Web site transfers to your computer's hard disk for record-keeping purposes. Cookies can make the Web more useful by storing information about your preferences on a particular site. The use of cookies is an industry standard, and many major Web sites use them to provide useful features for their customers. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set up to accept cookies. If you'd prefer, you can set yours to refuse cookies. However, you may not be able to take full advantage of a Web site if you do so.