PRIVACY IMPACT ASSESSMENT (PIA)

PRESCRIBING AUTHORITY: DoD Instruction 5400.16, "DoD Privacy Impact Assessment (PIA) Guidance". Complete this form for Department of Defense (DoD) information systems or electronic collections of information (referred to as an "electronic collection" for the purpose of this form) that collect, maintain, use, and/or disseminate personally identifiable information (PII) about members of the public, Federal employees, contractors, or foreign nationals employed at U.S. military facilities internationally. In the case where no PII is collected, the PIA will serve as a conclusive determination that privacy requirements do not apply to system.

1. DOD INFORMATION SYSTEM/ELECTRONIC COLLECTION NAME:

NAVY.COM (NAVY.COM)

2. DOD COMPONENT NAME:

Department of the Navy

3. PIA APPROVAL DATE:

BUPERS/NRC

SECTION 1: PII DESCRIPTION SUMMARY (FOR PUBLIC RELEASE)

a. The PII is: *(Check one. Note: foreign nationals are included in general public.)*

- [x] From members of the general public
- [ ] From Federal employees and/or Federal contractors
- [ ] From both members of the general public and Federal employees and/or Federal contractors
- [ ] Not Collected *(if checked proceed to Section 4)*

b. The PII is in a: *(Check one)*

- [ ] New DoD Information System
- [ ] New Electronic Collection
- [x] Existing DoD Information System
- [ ] Existing Electronic Collection
- [ ] Significantly Modified DoD Information System

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

The Navy.com web system is comprised of a public-facing website - Navy.com - and a database - NALTS.com - housed in a commercial hosting facility. The website is used by the general public and is a primary resource for Navy recruiting information. The purpose of Navy.com is twofold: educate interested prospects on the Navy and generate leads for recruiter follow-up. The general public does not have access to the NALTS.com database.

Navy.com is a vital marketing tool. It acts as the hub for many official Navy sponsored advertising tactics which direct prospects to Navy.com for more information. Everything from television ads and radio spots to email, banner ads and social media drive traffic to Navy.com. The site attracts over 675,000 monthly visitors annually.

Navy.com plays a critical role in helping the Navy Recruiting Command meet its mission in several high priority professional communities. This site includes expansive sections that not only cater to General Enlisted Sailors, but also target specialty communities/ratings such as Navy Special Warfare (NSW)/Navy Special Operations (NSO), Nuclear Power Officers, and Navy Health Care.

Prospects can interact with a wealth of information about Navy life, available career opportunities, and benefits. Users can read content, view images, and even watch videos depicting what a “day in the life” of a Navy Sailor/Officer is like.

One of the primary objectives of Navy.com is to ultimately motivate users to seek additional information on the Navy. All potential applicants are forwarded to local recruiters to continue the conversation. Navy.com generates an average of 25,000 leads per month and is the number one lead generator for the Navy Recruiting Command.

Personal information collected includes: Name, Race/Ethnicity, citizenship, date of birth, sex/gender, personal cell telephone number, home telephone number, personal email address, mailing/home address, education information: high school graduate and for officers four year and higher degree information, education level completed and transcripts; Employment Information: employment history. In addition, for individuals with prior service they may also provide branch of service, military service history, reenlistment code, discharge date/type. None of this data resides on the public facing website, Navy.com. It is strictly contained in the non-public database, NALTS.com.

d. Why is the PII collected and/or what is the intended use of the PII? *(e.g., verification, identification, authentication, data matching, mission-related use, administrative use)*

Identification: Information is provided by the individual because they are asking for information from the Navy and/or to be contacted by the Navy. The intended use of the PII is mission-related use. Information is collected to meet recruiting mission goals and is analyzed for marketing effectiveness. It is not shared outside the NRC domain.

e. Do individuals have the opportunity to object to the collection of their PII? [x] Yes [ ] No

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

(2) If "No," state the reason why individuals cannot object to the collection of PII.

Yes, personal information is submitted by the individuals as they request information about the Navy and/or request to be contacted by the Navy. They can also request that their information be removed should they change their mind after submitting it.

f. 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.

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

No, personal information provided by the individual requesting information is completely voluntary for purposes of obtaining more information on the Navy and/or requesting to be contacted by the Navy. Providing information assumes consent.

g. When an individual is asked to provide PII, a Privacy Act Statement (PAS) and/or a Privacy Advisory must be provided. *(Check as appropriate and provide the actual wording.)*

☐ Privacy Act Statement ☒ Privacy Advisory ☐ Not Applicable

A link to the Privacy Policy (Advisory) is provided on the register for a personal account screen, within the online application and a link to the Navy.com privacy policy is provided on the website.

h. With whom will the PII be shared through data exchange, both within your DoD Component and outside your Component? *(Check all that apply)*

☒ Within the DoD Component	Specify.	Navy Recruiting Command, Navy Recruiters
☐ Other DoD Components	Specify.	
☐ Other Federal Agencies	Specify.	
☐ State and Local Agencies	Specify.	
☐ Contractor *(Name of contractor and describe the language in the contract that safeguards PII. Include whether FAR privacy clauses, i.e., 52.224-1, Privacy Act Notification, 52.224-2, Privacy Act, and FAR 39.105 are included in the contract.)*	Specify.	
☐ Other *(e.g., commercial providers, colleges).*	Specify.	

i. Source of the PII collected is: *(Check all that apply and list all information systems if applicable)*

☒ Individuals ☐ Databases

☐ Existing DoD Information Systems ☐ Commercial Systems

☐ Other Federal Information Systems

j. How will the information be collected? *(Check all that apply and list all Official Form Numbers if applicable)*

☐ E-mail ☐ Official Form (*Enter Form Number(s) in the box below)*

☐ Face-to-Face Contact ☒ Paper

☐ Fax ☒ Telephone Interview

☐ Information Sharing - System to System ☒ Website/E-Form

☒ Other *(If Other, enter the information in the box below)*

RFI Form without SSN or other sensitive PII.

k. 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 must be consistent.

☒ Yes ☐ No

If "Yes," enter SORN System Identifier N01133-1

SORN Identifier, not the Federal Register (FR) Citation. Consult the DoD Component Privacy Office for additional information or http://dpcld.defense.gov/Privacy/SORNs/

or

If a SORN has not yet been published in the Federal Register, enter date of submission for approval to Defense Privacy, Civil Liberties, and Transparency Division (DPCLTD). Consult the DoD Component Privacy Office for this date

If "No," explain why the SORN is not required in accordance with DoD Regulation 5400.11-R: Department of Defense Privacy Program.

l. What is the National Archives and Records Administration (NARA) approved, pending or general records schedule (GRS) disposition authority for the system or for the records maintained in the system?

(1) NARA Job Number or General Records Schedule Authority. N/A

(2) If pending, provide the date the SF-115 was submitted to NARA.

(3) Retention Instructions.

NAVY.COM does not retain records as defined by NARA.

m. What is the authority to collect information? A Federal law or Executive Order must authorize the collection and maintenance of a system of records. For PII not collected or maintained in a system of records, the collection or maintenance of the PII must be necessary to discharge the requirements of a statue or Executive Order.

(1) If this system has a Privacy Act SORN, the authorities in this PIA and the existing Privacy Act SORN should be similar.
(2) If a SORN does not apply, 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) Cite the specific provisions of the statute and/or EO that authorizes the operation of the system and the collection of PII.

(b) If direct statutory authority or an Executive Order does not exist, indirect statutory 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) If direct or indirect authority does not exist, 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 must be identified.

SORN N01133-1, NAME/LEAD Processing System (February 22, 1993, 58 FR 10709), authorities:

5 U.S.C. 301 and 302, Departmental Regulations; 4 U.S.C. 3101, 3702; and, E.O. 9397 (SSN).

n. Does this DoD information system or electronic collection have an active and approved Office of Management and Budget (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 ☒ No ☐ Pending

(1) If "Yes," list all applicable OMB Control Numbers, collection titles, and expiration dates.
(2) If "No," explain why OMB approval is not required in accordance with DoD Manual 8910.01, Volume 2, " DoD Information Collections Manual: Procedures for DoD Public Information Collections."
(3) If "Pending," provide the date for the 60 and/or 30 day notice and the Federal Register citation.

Per OPNAV DNS-15: "This collection does not require an OMB Control Number. Recruitment campaigns are exempt; OIM would consider this to be under the Secretary of Defense's purview to collect and compile a directory of information of prospective recruits as outlined in 10 U.S.C. 503."