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:
Rally Mobile Application (RMS)

2. DOD COMPONENT NAME:
Department of the Navy

3. PIA APPROVAL DATE:
09/13/19

USMC - Marine Corps Manpower and Reserve Affairs (M&RA), Business and Support Services Division (MR)

SECTION 1: PII DESCRIPTION SUMMARY (FOR PUBLIC RELEASE)

a. The PII is: (Check one. Note: foreign nationals are included in general public.)
   - From members of the general public
   - 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
   - Existing DoD Information System
   - Significantly Modified DoD Information System
   - New Electronic Collection
   - Existing Electronic Collection

The Rally Mobile Application will provide active duty Marines with a way to maximize their social and recreational activities which will enhance their mission readiness. This Mobile App is designed to provide active duty Marines a venue to create their own "Marines Only" social network so they can communicate and schedule recreational activities with fellow active duty Marines. It helps the Marine stay in the know of what is happening on and off the installation by providing suggestions based on the Marine’s interests.

The data that will be captured includes name, rank, DoD ID number, personal e-mail address, duty location, unit, and personal profile information.

The data for this Mobile App will be stored in a USMC Agency Authorized FedRAMP approved cloud solution, NAF Digital Application Services.

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 use is intended for administrative purposes.

Active duty Marines may choose to not provide personal information by not registering for the app service.

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.

   When the Marine establishes an account, he or she will be presented with the terms and conditions and at that point has the opportunity to give consent or not. Providing their PII assumes consent.

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

   g. When an individual is asked to provide PII, a Privacy Act Statement (PAS) and/or a Privacy Advisory must be provided. (Check appropriate and provide the actual wording.)
      - Privacy Act Statement (Yes)
      - Privacy Advisory (No)
      - Not Applicable (No)
PRIVACY ACT STATEMENT

AUTHORITY: 10 U.S.C. 136; 10 U.S.C. 5013; 10 U.S.C. 5041; DoDI 1015.10; MCO P1700.27B W Ch1; and SORN NM01700-1.

PURPOSE: Information requested is used for the purpose of managing and administering the Rally Mobile Application to provide a venue for active duty Marines to schedule recreational activities with fellow active duty Marines.

ROUTINE USES: Information will be accessed by Marine Corps Community Services (MCCS) personnel with a need-to-know to meet the purpose. In addition, information may be disclosed to the Defense Manpower Data Center to validate active duty status in the U.S. Marine Corps. A complete list and explanation of the applicable routine uses are published in the authorizing SORN available at https://dpcll.defense.gov/Privacy/SORNsIndex/DOD-wide-SORN-Article-View/Article/570424/nm01700-1/.

DISCLOSURE: Voluntary; however, failure to provide requested information may result in ineligibility to access information about events, offers, or activities via the Rally Mobile Application.

TERMS AND CONDITIONS

The Rally Mobile app is intended for use by active duty United State Marine Corps (USMC) personnel only. By accepting the terms and conditions of using this application, you agree with consent to the following:

To conduct yourself in a professional manner in accordance with the USMC Social media guidelines, specifically:

- Marines are personally responsible for all content they publish on social networking sites, blogs, or other websites.
- Marines should use their best judgment at all times and keep in mind how the content of their posts will reflect upon themselves, their unit, and the Marine Corps.
- Marines are responsible for complying with all Federal law, regulations, and policies that directly impact a Marine’s conduct including those that mandate personal standards of conduct, operational security, information assurance, and safeguarding Privacy Act records and other non-public information. For Official Use Only (FOUO), classified, pre-decisional, proprietary, or business-sensitive information should never be discussed or posted on this application. A Marine who violates Federal law, regulations, or policies through inappropriate personal online activity is subject to adverse administrative action or disciplinary action under the Uniform Code of Military Justice.
- Marines who communicate on-line in internet posts may identify themselves as Marines, to include their rank, military component, and military status (e.g., LCpl Smith, USMC), if desired.

On-line activities are personal activities of the user and are not actively monitored. The United States Marine Corps and its subordinate commands, agencies, and businesses are neither liable nor responsible for personal on-line activities including, but not limited to comments, events, groups, photographs, offers, postings, or representations made by or on behalf of individual account holders.

If your on-line behavior or use of this application is considered unprofessional or inappropriate, your account and privileges may be terminated without notice.

I have read the terms and conditions for behavior while using the Rally Mobile app and agree.

CONSENT

By using this application, you consent to the following:

Providing name, personal e-mail address, assigned duty station, and DoD ID number. This information is used to accurately identify fellow Marines that use the Rally Mobile app. This information is not intended for sharing with or use by non-USMC sanctioned entities.

Rally Mobile app Groups will occasionally be made aware of events, offers, or activities by MCCS. MCCS is not responsible for events created or organized by users or vendors of the Rally Mobile app, nor is MCCS liable for any such event that does not occur or that results in accidents or injuries.

MCCS may review online activities in order to better determine how to adapt to serve you better. No individual personal or account names will be associated with the reviewed data. Data will remain the property of the MCCS. Data may be shared within DoD, but will not be made available or sold to outside or commercial entities.

I have read the consent terms and conditions for the Rally Mobile app and agree.

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

- [X] Within the DoD Component
- [X] Other DoD Components
- [ ] Other Federal Agencies
- [ ] State and Local Agencies

Specify. USMC

Specify. Defense Manpower Data Center (DMDC)/Defense Enrollment Eligibility Reporting System (DEERS).

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
☒ Existing DoD Information Systems
☐ Other Federal Information Systems
☐ Databases
☐ Commercial Systems

DMDC/DEERS

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)

Active duty Marines provide information via the mobile app. Verification of active duty status will be provided by DMDC/DEERS.

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

NM01700-1

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.

The Marine's activity utilization and personal preferences will not be retrieved by his or her name or by some other identifying number, symbol, or other identifying particular assigned, that is unique to the Marine. MCCS will only retrieve activities' aggregated data for analysis to improve MCCS programs.

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?

DAA-NU-2015-0001-003

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

(2) If pending, provide the date the SF-115 was submitted to NARA.
(3) Retention Instructions.
Temporary: Cutoff at calendar year. Destroy when 3 years old.
DON Records Schedule 1000-34, number 1700.1 (N1-NU-86-1 / 1700/1).

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 statute 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 NM01700-1, DON General Morale, Welfare, and Recreation Records, February 12, 2008, 73 FR 8035, authorities:

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.

This collection is from active duty Marine Corps members only.
In accordance with DoDM 8910.01-V2 Enclosure 3, 7.a.(3)(b)1.b., [Military] Are not considered members of the public if they are responding to questions regarding … the effectiveness of federal programs … and the need for new programs.