

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:

Web Standardized Territory Evaluation and Analysis for Management (WEBSTEAM)

2. DOD COMPONENT NAME:

Department of the Navy

3. PIA APPROVAL DATE:

10/28/19

U.S. Navy - Bureau of Naval Personnel (BUPERS) / Navy Recruiting Command (NRC)

SECTION 1: PII DESCRIPTION SUMMARY (FOR PUBLIC RELEASE)

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

- | | |
|---|--|
| <input checked="" type="checkbox"/> From members of the general public | <input type="checkbox"/> From Federal employees and/or Federal contractors |
| <input type="checkbox"/> From both members of the general public and Federal employees and/or Federal contractors | <input type="checkbox"/> Not Collected (if checked proceed to Section 4) |

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

- | | |
|--|---|
| <input type="checkbox"/> New DoD Information System | <input type="checkbox"/> New Electronic Collection |
| <input checked="" type="checkbox"/> Existing DoD Information System | <input type="checkbox"/> Existing Electronic Collection |
| <input type="checkbox"/> 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 Web STEAM system is the Navy's primary market research tool for making decisions on personnel placement and setting recruiting goals, as well as Zone, Station and Zone Improvement Program (ZIP) Code alignment at the Navy Recruiting Districts (NRD).

It consists of vendor supported mapping and business intelligence software on a .NET platform. The business intelligence software will provide automated data import and address cleansing capabilities within a secure environment. The physical security will initially be located at Naval Support Activity Mid-South, Millington, TN in building 784. Entrances to the Navy installation are monitored and controlled by armed guards 24 hours a day. When the Millington NPC data center is available it will move to that hosting environment which is located within the same security perimeter.

Data subscriptions used include Prior Service Military Member, All Services Contracts and Enlisted Accessions provided via DMDC, Defense Manpower Data Center government SFTP site. Student ASVAB scores provided as a fixed width flat file by US MEPCOM via Advertising contract. Selective Service data, Suppression files, and Leads data is provided by JAMRS. (JAMRS is an official Department of Defense program responsible for joint marketing communications and market research and studies.) U.S. Census data is provided by Risk Management Information Systems, maintained by Defense Manpower Data Center and sponsored by JAMRS. (JAMRS is an official Department of Defense program responsible for joint marketing communications and market research and studies.) Navy Net New Contracts will be provided by PRIDE Modernization, an NRC, US Navy system. Recruiting Personnel and Facility data will be provided by Personnel Status Report (PSR), an NRC, US Navy System. Applicant Leads data will be provided by WebRTOOLS, an NRC, US Navy System.

This data forms the underpinnings of the market research that can be conducted using the system. In addition, the individual data elements assist field Recruiters in targeting prime market locations within their specific area of responsibility. This data, which is updated on a continuous basis, represents the best data available to describe the recruiting market. The census (demographic) data, procured by the military services through a joint contract, is customized to describe the NRD's market (e.g., 17 - 21 year old males).

Types of information provided by the data feed subscriptions include name, address, phone, gender, date of birth, race, ethnicity, education information, school information, language, ASVAB information, service information, e-mail.

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 - Data collected is used for market research to provide recruiters with information concerning personal history, education, professional qualifications, mental aptitude, and other individualized items which may influence the decision to select/non-select an individual for enlistment in the U.S. Navy.

Mission-related use to determine recruiter and facility placement based on market research.

The system uses quantifiable market data and mapping to analytically assess various areas of responsibility within the NRC hierarchy and to determine market competitiveness with other branches of the military.

Resource Planning and Field Alignment - The system allows an NRD to conduct in-depth field alignment analysis by enabling the User to test various resource and alignment strategies without making actual personnel and Station changes.

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

PII is not collected directly from the individual.

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.

PII is not collected directly from the individual.

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

PII is not collected directly from the individual.

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

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)

- | | |
|--|---|
| <input type="checkbox"/> Individuals | <input type="checkbox"/> Databases |
| <input checked="" type="checkbox"/> Existing DoD Information Systems | <input type="checkbox"/> Commercial Systems |
| <input type="checkbox"/> Other Federal Information Systems | |

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3. Selective Service data, Suppression files, and Leads data is provided by JAMRS.(JAMRS is an official Department of Defense program responsible for joint marketing communications and market research and studies.)
4. U.S. Census data is provided by Risk Management Information Systems, maintained by Defense Manpower Data Center and sponsored by JAMRS. (JAMRS is an official Department of Defense program responsible for joint marketing communications and market research and studies.)
5. Navy Net New Contracts will be provided by PRIDE Modernization, an NRC, US Navy system.
6. Recruiting Personnel and Facility data provided by Personnel Status Report (PSR), an NRC US Navy System.
7. Applicant Leads data will be provided by WebRTOOLS, an NRC, US Navy System.

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

- | | |
|---|--|
| <input type="checkbox"/> E-mail | <input type="checkbox"/> Official Form (Enter Form Number(s) in the box below) |
| <input type="checkbox"/> Face-to-Face Contact | <input type="checkbox"/> Paper |
| <input type="checkbox"/> Fax | <input type="checkbox"/> Telephone Interview |
| <input checked="" type="checkbox"/> Information Sharing - System to System | <input type="checkbox"/> Website/E-Form |
| <input type="checkbox"/> Other (If Other, enter the information in the box below) | |

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 N01131-1,N01133-1, N01133-2

SORN Identifier, not the Federal Register (FR) Citation. Consult the DoD Component Privacy Office for additional information or <http://dpcl.d.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 04/10/19

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. DAA-NU-2015-0001-000

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

(3) Retention Instructions.

These records are scheduled under SSIC 1000-1 and are PERMANENT. Cutoff at end of CY Transfer to NARA 30 years after cutoff.

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 N01130-1 is a consolidation of the below outdated SORNs and has been in the approval process for an extended period. Once approved, all of the below laws and regulations will be covered under one SORN.

N01131-1 Officer Selection and Appointment System (June 14, 2006, 71 FR 34328), Authority: 5 U.S.C. 301, Departmental Regulations, 10 U.S.C Sections governing authority to appoint officers; 10 U.S.C. 591, 600, 716, 2107, 2122, 5579, 5600; Merchant Marine Act of 1939 (as amended); and E.O.s 9397 (SSN), 10450, and 11652.

N01133-1 NAME/LEAD Processing System (February 22, 1993, 58 FR 10709), Authority: 5 U.S.C. 301 and 302, Departmental Regulations; 4 U.S.C. 3101, 3702; and E.O. 9397 (SSN).

N01133-2 Recruiting Enlisted Selection System (April 01, 2008, 73 FR 17336), Authority: 10 U.S.C. 133, 275, 503, 504, 508, 510, 672, 1071-1087, 1168, 1169, 1475-1480, 1553, 5013; and E.O. 9397 (SSN) as amended.

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.

Awaiting OMB 0703-0062 approval before submission of further OMB requests for NRC systems. Process to renew OMB is currently with DNS-36 for final signature.