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:

| Marine Corps Recruiting Command Advertising Information Technology System (MCRC AITS) |

2. DOD COMPONENT NAME:  

| Department of the Navy | 3. PIA APPROVAL DATE: | 07/14/20 |

United States Marine Corps - Marine Corps Recruiting Command

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 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 |
| 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.

To provide recruiters with information necessary (i.e., personal identification and contact information, education), which determines whether to forward an individual to a recruiter for enlistment or commissioning in the U.S. Marine Corps; provide historical data for comparison of current applicants with those selected in the past; thereby reducing redundancy and duplicity; and further conduct marketing, analysis to support the recruiting force.

PII collected: Name, gender, home/cell phone, mailing/home address, race/ethnicity, education information, personal email address, rank/grade, month and year of birth, Twitter handle (optional)

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. PII is collected for identification of enlisted recruit applicants and officer candidates for authentication purposes.

Mission-related. Information is used by recruiters for determination whether to forward an individual for enlistment or commissioning in the U.S. Marine Corps.

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.

Providing the requested information is voluntary. However, failure to provide complete information may result in insufficient information to accurately forward an individual to a recruiter for consideration for enlistment or commissioning in the Marine Corps or Marine Corps Reserve.

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.

Consent is assumed once PII is provided.

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 |
AUTHORITY:

PURPOSE: To determine and process an applicant's entry and assignment as an enlisted member or commissioned officer in the Marine Corps or Marine Corps Reserve, and to conduct marketing analysis to support the recruiting force.

ROUTINE USE: Information may be accessed by authorized Recruiting Command personnel in order to meet the purpose. A complete list and explanation of the applicable routine uses is published in the authorizing SORN available at https://dpcld.defense.gov/Privacy/SORNsIndex/DOD-wide-SORN-Article-View/Article/570628/m01133-3/.

DISCLOSURES: Providing the requested information is VOLUNTARY. However, failure to provide complete information may result in ineligibility for consideration for enlistment or commissioning in the Marine Corps or Marine Corps Reserve.

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
- [ ] Other DoD Components
- [ ] Other Federal Agencies
- [ ] State and Local Agencies

Specify:

[ ] Marine Corps Recruiting Information Support System (MCRISS)

Specify:

Specify:

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:

Chenega Decision Sciences is the development contractor. FAR privacy clauses are included in the contract.

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

- [X] Individuals
- [X] Existing DoD Information Systems
- [ ] Databases
- [ ] Commercial Systems
- [ ] Other Federal Information Systems
- [ ] Other (e.g., commercial providers, colleges).

The source of PII collected is the individual applying as an enlisted recruit applicant or officer candidate and records provided by JAMRS, ASVAB, Recruiter lists, DMDC suppressions.

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

- [ ] E-mail
- [X] Face-to-Face Contact
- [ ] Fax
- [X] Information Sharing - System to System
- [ ] Other (If Other, enter the information in the box below)

Official Form (Enter Form Number(s) in the box below)

- [X] Paper
- [X] Telephone Interview
- [X] Website/E-Form

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.

- [X] Yes
- [ ] No

If "Yes," enter SORN System Identifier M01133-3

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.

I. 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.

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

3. Retention Instructions.


INPUT: DISPOSITION: TEMPORARY. Record Schedule 5000-132, GRS 5.2 Item 020 - Intermediary Records, DAA-GRS-2017-0003-0002. Destroy upon verification of successful creation of the final document or file, or when no longer needed for business use, whichever is later.

OUTPUT: TEMPORARY. Record Schedule 5000-132, GRS 5.2 Item 020 - Intermediary Records, DAA-GRS-2017-0003-0002. Destroy upon verification of successful creation of the final document or file, or when no longer needed for business use, whichever is later.

DOCUMENTATION: PERMANENT. Record Schedule 5000-99, GRS 3.1 050 Data Administration Records, Documentation Necessary for Preservation of Permanent Electronic Records, DAA-GRS-2013-0005-0002. Transfer to the National Archives with the permanent electronic records to which the documentation relates.

NON-SELECTIVE RECRUITING RECORDS: TEMPORARY. Record Schedule 1000-29, Recruiting Program Management, DAA-NU-2015-0001-0027. Cut off at CY. Destroy when 5 years old.

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 M01133-3, Marine Corps Recruiting Information Support System (MCRISS) (May 23, 2008, 73 FR 30095), authorities:


Other authorities:

10 U.S.C. Chapter 31 - Enlistments
10 U.S.C. Chapter 32 - Officer Strength and Distribution in Grade
10 U.S.C. 501-505 - Enlistment
10 U.S.C. 513 - Enlistments: Delayed Entry Program
10 U.S.C. 1092a - Persons entering the armed forces: baseline health data
10 U.S.C. 5013 - Secretary of the Navy
10 U.S.C. 5042 - Headquarters, Marine Corps: general duties
10 U.S.C. 5043 - Commandant of the Marine Corps
10 U.S.C. 12102 - Reserve Component: qualifications
10 U.S.C. 12103 - reserve Component: terms
MCO 1100R.78A - Active Reserve Career Recruiter Program
MCO 1130.52F - Armed Service Military Personnel Accession Testing Programs
MCO 1130.53R - Enlistment Incentive Programs
MCO 1130.56D - Total Force Recruiting
MCO 1130.62B - Command Recruiting Program
MCO 1130.76D - Conduct of Recruiting Operations
MCO 1130.80B - Prior Service and Reserve Augmentation Enlistments into the Regular Marine Corps
MCO 1133R.27 - Reserve Optional Enlistment Program and Incremental Active Duty Training Program
MCRCO 1100.1 - Recruiting Command Enlistment Processing Manual
MCRCO 1100.2 - Marine Corps Recruiting Command Officer Commissioning Manual
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.

OMB No 3206-0005 - Questionnaires for National Security Positions, Standard Form 86 (SF 86) - OPM - Expires 28 Feb 2023
OMB No 0703-0011 - Academic Cert for USMC Candidate Program - MCRC G1 - Expires 30 Jun 2022
OMB No 0703-0012 - Personal Information Questionnaire (PIQ) - MCRC G1 - Expires 30 Jun 2022