



PRIVACY IMPACT ASSESSMENT (PIA)

For the

Corpspedia
United States Marine Corps

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
- 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

NM05000-2

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.

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.

The authority that allows the Corpspedia experiment to collect the data is as follows:

- Executive Order 9397 of 23 November 1943, allows a federal department to utilize Social Security Numbers as account numbers for individual persons;
- Title 10 US Code, 5013 Secretary of the Navy
- Title 10 US Code 5041, Headquarters, Marine Corps
- Marine Corps Order 3900.15A (26 Nov 2002) authorizes the Marine Corps Warfighting Lab (MCWL) to perform experiments in support of the Expeditionary Force Development System (EFDS).

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.

The purpose of Corpspedia is to determine browsing behavior and search habits of US Marines. The Corpspedia experiment will take place during the July-September 2009 session of School of Infantry (SOI) (West). During the experiment, selected staff of SOI (West) will act as Subject Matter Experts (SMEs) and maintain topic sites in Corpspedia (analogous to Wikipedia pages). Students of SOI (West) will have accounts in Corpspedia. Students will have the opportunity to search Corpspedia for answers or clarification on topics taught at SOI (West), and they can comment on the content. Throughout the experiment, Corpspedia will collect all clicks and comments from the students and SMEs. The identity of the users is collected only when the account is created. Statistics and findings from the experiment will be used to improve the knowledge content and presentation of content to the US Marines, thereby facilitating performance by improving training and education.

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

Risks include inadvertent release of data on the behavior of Corpspedia users; for example, collected statistics on the times when a link to a web page was presented to the user and the user clicked on the link. Electronic access to Corpspedia data will be limited to only system administrators and commanders with authorization and need to know. Corpspedia will not include PII in reports to SMEs. All Corpspedia users at all times will run with as few privileges as possible. Corpspedia will not launch applications. Electronic access to Corpspedia will be recorded and these records monitored for attempts of unauthorized access. Corpspedia will be physically housed in Diamond Hall, Quantico Marine Corps Base, Virginia. Physical access to Corpspedia will be controlled by the Marine Corps Installations-National Capitol Region Marine Air/Ground Task Force (MAGTF) Information Technology Support Center (MCI-NCR MITSC), Technical Management Branch (TMB). The TMB will control and monitor all physical access to Corpspedia.

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.

Other DoD Components.

Specify.

Other Federal Agencies.

Specify.

State and Local Agencies.

Specify.

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

Specify.

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

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.

Corpspedia is an opt-in experiment that will provide useful content to Marines while also tracking the behavior demonstrated. Users are given the option of opt-in; users are not ordered to use Corpspedia. However, use of Corpspedia will require users to verify themselves and allow Corpspedia to collect tracking statistics and demographic data. Marines will be clearly informed about what the system is collecting and doing with their PII. Those who object will not be required to participate in the experiment.

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

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.

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

Individuals will not be given the right to object to specific uses of their information. Corpspedia will clearly inform the user of what is being collected and how it is being used. The opt-in Corpspedia program requires the data it is collecting to provide a statistical report on how Marines use Corpspedia (specifically) and how Marines seek knowledge (in general).

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

- | | |
|------------------------------------------------------------------|-------------------------------------------------------------|
| <input checked="" type="checkbox"/> Privacy Act Statement | <input checked="" type="checkbox"/> Privacy Advisory |
| <input checked="" type="checkbox"/> Other | <input type="checkbox"/> None |

Describe each applicable format.

Privacy Act Statement:
AUTHORITY: Title 10 U.S. Code §§ 5042(d)

PURPOSE: To collect the web-search behavior of each Corpspedia user and use this data to improve the efficiency of responses by Corpspedia in subsequent searches. To collect and analyze demographic data in determining group behaviors. To present findings, conclusions, and recommendations developed from analysis of behavior patterns to the Secretary of the Navy, CNO, CMC, or other appropriate Commanders. Disclosure of Social Security Account Number is voluntary, and if requested, is used to further identify the individual providing the information. Social Security Number (SSN) will be required at login to create the relationship between demographic data and EDI/PI on CAC, but SSN will not be stored in Corpspedia.

ROUTINE USES: The information is used for the purpose set forth above and may be:

- Used as a basis for summaries, briefings, or responses to Members of Congress or other agencies in the Executive Branch of the Federal Government;
- Provided to Congress or other Federal, State, and local agencies, when determined necessary.

MANDATORY OR VOLUNTARY DISCLOSURE AND EFFECT ON INDIVIDUAL NOT PROVIDING INFORMATION:

For All Personnel: Disclosure of personal information is voluntary and no adverse action can be taken against individuals for refusing to provide information about them.

Privacy Advisory:
The Marine Corps Warfighting Lab (MCWL) will not obtain personally identifying information about you when you visit our site unless you choose to provide such information to us. If you choose to send comments to topic site owners, any personal information you provide will be solely used to respond to your request and not stored. When comments are submitted to a topic site owner, Corpspedia will e-mail those comments to the topic site owner, your supervisor, and the supervisor of the topic site owner.

Other: Collected information includes name; date of birth, gender, Social Security Number (SSN); grade and series or rank/rate; e-mail address; biographical data which includes education, experience characteristics and training histories, qualifications, trade, hire/termination dates, type of appointment, location, assigned organization code and/or work center code, Military Occupational Series (MOS), labor code, routine and emergency assignments, and functional responsibilities.

NOTE:

Sections 1 and 2 above are to be posted to the Component's Web site. Posting of these Sections indicates that the PIA has been reviewed to ensure that appropriate safeguards are in place to protect privacy.

A Component may restrict the publication of Sections 1 and/or 2 if they contain information that would reveal sensitive information or raise security concerns.