



PRIVACY IMPACT ASSESSMENT (PIA)

For the

Send Word Now Alert and Notification Service (SWN)

Department of the Navy - OPNAV

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
- Existing DoD Information System
- Significantly Modified DoD Information System
- New Electronic Collection
- Existing Electronic Collection

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

N05000-1 OPNAV Headquarters Web (HQWeb)

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.

SORN authorities:

10 U.S.C. 5013, Secretary of the Navy;
DoD 8500.2, Information Assurance (IA) Implementation;
SECNAVINST 5239.3B, Department of the Navy Information Assurance Policy.

Additional Authorities:

SECNAVINST S3030.5, Navy Headquarters Continuity of Operations Plan
DoDD 3020.26, Department of Defense Continuity Programs, Paragraph 8.c.(2)
FCD1, Federal Executive Branch National Continuity Program, Paragraph 9.g.(4)

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 Send Word Now (SWN) web-based information system is used to initiate and transmit emergency alerts and notifications in support of the Continuity of Operations (COOP) program. Alerts are transmitted via phone, email, and text message. The system allows Navy Headquarters organizations to simultaneously contact hundreds of personnel in the event of a COOP scenario.

The personal information collected consists of:

- Name (first, last, and middle initial)
- Personal Cell Phone (text device address), Home Telephone, Personal e-mail address
- Work phone number, Work e-mail address, and unit of assignment

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

The primary risk to privacy is the unauthorized release of an individual's name, phone number(s) or email address.

Contact data is protected throughout every step in the data collection, storage and operation use process. The data is accessed only through the alert and notification system and is used only for the purpose of generating voice-based alert messages (to landline or mobile phones) or text-based alert messages (email messages, SMS text devices). Both the voice alert and text messages are generated behind the firewall at the vendor facility using Internet Protocol (IP) based technologies, and once placed on the public telephone or internet network, they are encrypted. Each subscriber organization has control over the contact data within their account.

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.

OPNAV (CNO, VCNO, DNS, N1, N2/N6, N3/N5, N310, N315, N4, N8, N9, N093, N095, OPNAV Detachment Site R), SECNAV (DON/AA) COOP Planning Officers, Navy Operations Center (N310), COOP Office (N315), OPNAV Detachment Site R. Contact data may be shared internally with authorized personnel who need to contact individuals for emergency alert and notification purposes. Naval Criminal Investigative Service (NCIS).

Other DoD Components.

Specify.

Internal DoD agencies that would obtain access to PII in this system, on request in support of an authorized investigation or audit, may include Department of Defense Inspector General, Defense Criminal Investigative Service

Other Federal Agencies.

Specify.

In accordance with DoD blanket routine uses, other federal agencies that would obtain access to PII in this system, on request in support of an authorized investigation, audit or official function, may include appropriate law enforcement agencies, congressional offices, the Office of Management and

Budget (OMB), the Office of Personnel Management (OPM), the Department of Justice (DoJ), the General Services Administration (GSA), and the National Archives and Records Administration.

State and Local Agencies.

Specify. In accordance with DoD blanket routine uses, state and local agencies that would obtain access to PII in this system, on request in support of an authorized investigation, audit or other official functions, may include appropriate law enforcement agencies and authorized taxing authorities.

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

Specify. Contractors that would obtain access to PII in this system, in support of performing official duties, may include TeleCommunication Systems, Inc. (TCS) and Send Word Now Communications, Inc. (SWN). Support contracts include PII protection requirements that are equivalent to those established for DoD personnel, including training and technical and administrative controls. The two FAR Privacy Clauses are in the contract.

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

Specify. In accordance with DoD blanket routine uses, other entities that would obtain access to PII in this system, on request in support of an authorized investigation, audit, or other official functions, may include foreign law enforcement, security, investigatory, or administrative authorities, and appropriate agencies, entities, and persons in response to suspected or confirmed compromise of information security or confidentiality.

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.

The individual is furnished a Privacy Act statement and at that point may or may not elect to enter data. The language contained in the e-mail message that provides the URL link contains standard language that explains individual privacy rights, including the right not to provide additional personal contact information. If the individual chooses to not provide their PII, the person will not receive the Alert and Notification emails and phone calls. The chain of command will have to manually call the person via old fashioned phone tree.

(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.

[Empty box for describing consent methods]

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

Once the individual provides their information they will receive the Alert and Notification emails and phone calls.

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

Privacy Act Statement

Privacy Advisory

Other

None

Describe each applicable format.

This is the statement that Send Word Now provides when you log into the system and you have to click on the "I AGREE" Button:

***** WARNING! *****
You are accessing a computer system that is intended For Official Use Only by authorized users of the United States Department of Defense. Unauthorized use of this system is strictly prohibited and may be subject to criminal prosecution. The Department may monitor any official or personal activity or communication on this system and retrieve any information stored within this system. By accessing and using this computer, you are consenting to such monitoring and information retrieval for any lawful purpose, including, but not limited to: 1) a properly authorized law enforcement or counterintelligence investigation; 2) information systems security monitoring; 3) an Inspector General inspection, investigation, or inquiry; or 4) other authorized administrative investigation. Users have no expectation of privacy with respect to any information, either official or personal, transmitted over, or stored within this system, including information stored locally on the hard drive or other media used with this computer to include removable media or hand-held peripherals devices."

This is the statement that Send Word Now provides when persons are sent a self-update and they are required to check the "I accept terms and conditions" box:

"The following is the statement Send Word Now provides: "Any statement provided to a user or potential user by a Subscriber to SWN Communications Inc.'s Services has no effect on the Terms and Conditions in effect between that Subscriber and SWN for the Services that SWN provides to the

Subscriber. In all events, any user of SWN's Services is subject to the Terms and Conditions in effect between SWN and the Subscriber with which a user is associated. If recipient has any questions about those Terms and Conditions, please contact the Subscriber's Account Administrator."

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.