

## 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:**

USAFA Student Information System (SIS) Service (USAFA MyMajors)

**2. DOD COMPONENT NAME:**

United States Air Force

**3. PIA APPROVAL DATE:**

06/24/20

United States Air Force Academy

### SECTION 1: PII DESCRIPTION SUMMARY (FOR PUBLIC RELEASE)

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

- |   |   |
|---|---|
| <input type="checkbox"/> From members of the general public   | <input checked="" 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 checked="" type="checkbox"/> New Electronic Collection |
| <input 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.**

MyMajors created a customized program, backed by the National Science Foundation that recommends best-fit USAFA majors based on an individual's unique academic achievement, aptitude, interests, and preferences. The 15-minute computer based assessment also informs cadets about the relationship between academic majors and Air Force Specialty Codes. By using this customized assessment, cadets can learn about unique requirements, career outcomes, and connect with resources at USAFA. Once a cadet completes the assessment, it can be used as a tool to discuss majors and AFSCs with their academic advisor, AOC, and faculty in academic departments.

**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)

Using web-based assessment technology, MyMajors matches cadets to their best-fit majors at USAFA and increases awareness regarding the ties between USAFA majors and Air Force careers.

**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.

USAFA MyMajors is an optional assessment.

**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.

USAFA MyMajors is an optional assessment. The following statement is displayed before data is collected: By continuing, I agree to the Terms and Conditions and agree to share my results with United States Air Force Academy.

Terms & Conditions:  
Usage Agreement

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**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

FOR OFFICIAL USE ONLY (FOUO) information which must be protected under the Freedom of Information Act (5 U.S.C. 552) and/or the Privacy Act of 1974 (5 U.S.C. 552a). Unauthorized disclosure or misuse of this PERSONAL INFORMATION may result in disciplinary action, criminal and/or civil penalties. Further distribution is prohibited without the approval of the author of this message unless the recipient has a need to know in the performance of official duties.

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

<input checked="" type="checkbox"/> Within the DoD Component	Specify.	<input type="text" value="USAFA"/>
<input type="checkbox"/> Other DoD Components	Specify.	<input type="text"/>
<input type="checkbox"/> Other Federal Agencies	Specify.	<input type="text"/>
<input type="checkbox"/> State and Local Agencies	Specify.	<input type="text"/>

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.)

MyMajors (Townsend Communications, Inc.)

MyMajors is committed to protecting the privacy of Client Data. MyMajors will comply at all times with the requirements of The Family Educational Rights to Privacy Act ("FERPA") as well as with any reasonable Customer policies and procedures issued pursuant to FERPA that are made available to MyMajors in writing.

Specify.

The data from the Private Label, including student information, is solely and exclusively for the contracted Client. Information is stored securely on the MyMajors server and no information is ever shared with third party data or sold for advertising. If the Client wishes to share data with a third-party provider, MyMajors will need written confirmation to share that data.

Client agrees and acknowledges that MyMajors has no obligation to retain Client Data, and may delete Client Data, more than 30 days after termination. If client wishes for MyMajors to store the data after a contract is expired or terminated, that request must be given in writing.

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

Databases

Existing DoD Information Systems

Commercial Systems

Other Federal Information Systems

**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)

MyMajors will provide USAFA with a custom URL (<https://usafa.mymajors.com>). This URL will be shared with cadets so they can take the MyMajors assessment. Each cadet can register for the assessment by providing an email and password for their account. Data from the assessment will be available in an online dashboard for administrator access.

**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

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

SORN is not required because information is not under the control of a DoD Component. (C1.1.1. System of Records. To be subject to the provisions of this Regulation a "system of records" must: C1.1.1.2. Be under the control of a DoD Component.)

NOTE: Sections 1 above is 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 if they contain information that would reveal sensitive information or raise security concerns.