



## PENTAGON DATABASE

- Since 2002, the United Department of Defense (DoD) has spent a half-million dollars a year creating a database it claims is “arguably the largest repository of 16-25 year old youth data in the country, containing roughly 30 million records.” (Ferner, Mike, Pentagon Database Leaves No Child Alone, Feb. 3, 2006.)
- This database is part of the Joint Advertising, Marketing Research and Studies (JAMRS) project ([www.jamrs.org](http://www.jamrs.org)) It’s purpose, along with additional millions spent on polling and marketing research, is to give the Pentagon’s \$4 billion annual recruiting budget maximum impact. (Ferner, Feb. 3, 2006)
- Most of the information in the database is collected through commercial vendors and is given by students voluntarily. The American Student List Corp (ASL) and Student Marketing Group Corp (SMG), two companies that specialize in gathering information from students, sell JAMRS some of the data it uses. The High School Master List (HSMF) contains contact information on nearly four million students for every class year, covering about 90% of the high school population.
- However STUDENTS AND THEIR PARENTS don’t know that the information is purchased from all manner of firms, including some that process college scholarship and loan applications, the Selective Service System, College File, state motor vehicles departments and a system that processes 70,000 yearly influencers (parents, coaches, etc). (Margie Boulie, The Oregonian, May 18, 2006 and Ferner, Feb. 3, 2006)
- A seventh grade student in Bakersfield was sent a U.S. Army recruiting brochure. She was also given a nine-digit ID number, and the offer of a nice Army-green duffel bag for personal details. According to the army spokesman and the West Coast director of the Electronic Privacy Information Center, the likely source for an under 18 year old candidate in California is TEEN MAGAZINE SUBSCRIBER FILES (Price, Robert, Jan. 26, 2006).
- Companies that sell high school rings to juniors and seniors have been providing the Pentagon with lists of students, according to a source close to the military. Intergold, and Balfour are two identified companies that may be selling private information to military recruiters ([www.intergold.com](http://www.intergold.com) and [www.balfour.com/hs/rings/default.aspx](http://www.balfour.com/hs/rings/default.aspx)). Their privacy disclosure states:  
“From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice”.

- Gary Daniels of the ACLU stated, “The Pentagon is not doing anything private industry hasn’t done for years. The military is trying to turn kids into soldiers and private industry is trying to make them bigger consumers.” (Ferner, Feb. 3, 2006).
- The ASVAB (Armed Services Vocational Aptitude Battery) is a major source for the Pentagon database. It is given in 2/3 of the high schools in the nation, and last year was given in 3/4 of the high schools in LAUSD. It is important for families to know that even if students returned an Opt Out form, by taking the ASVAB their privacy rights are waived.
- The Pentagon proposes a wide range of “blanket routine uses” that allow an agency to disclose personal information to others without the individual’s consent or knowledge. The list of 14 DOD ‘blanket routine uses’ include: disclosures to law-enforcement, state and local tax authorities; employment queries from other agencies; and disclosure to records to foreign authorities. Individuals cannot opt out of this enormous database.
- Last fall, 100 privacy and civil rights groups sent a letter to Defense Secretary Donald Rumsfeld, and in April 2006, six teenage students from New York sued the Pentagon chief. They alleged that the U.S. Dept. of Defense broke the law in keeping an extensive database and could be in violation of the Privacy Act. The plaintiffs- all 16 and 17 year old students, were approached by military recruiters even after demanding that their information be stricken from the database. (Trotta, Daniel, April 24, 2006)
- What you can do:

Bring it to the attention of your state legislator to pass legislation.

Parents can address typewritten inquiries to determine whether information about their children is contained in the JAMRS database system:

The Department of Defense  
 c/o JAMRS, Direct Marketing Program Officer  
 Defense Human Resources Activity  
 4040 N. Fairfax Drive, Suite 200  
 Arlington, VA 22203-1613

Requests should contain the child’s full name, date of birth, current address and telephone number. Do not include a Social Security Number.

To request that your child’s name be added to the suppression files of the database, send a typewritten request to:

Joint Advertising and Marketing Research & Studies Office (JAMRS)  
 Attention: Opt Out  
 4040 North Fairfax Drive, Ste. 200  
 Arlington, FA 22203-1613

Include the child’s full name, street address, date of birth and telephone number. Do not include a Social Security Number.

This suppression list means that the data IS NOT REMOVED, but according to Lt. Ellen Krenke, a Pentagon spokeswoman, is not released to recruiters. (Casa, Kathryn, Vermont Guardian, January 17, 2006)

CAMS~ [www.militaryfreeschools.org](http://www.militaryfreeschools.org) 626-799-9118