

June 14, 2007

Joint Advertising Marketing Research & Studies Office
Attn: Opt-Out Office
4040 North Fairfax Drive
Suite 200
Arlington, VA 22203

Gentlemen:

(b)(6)

(b)(6) In the last three weeks we have received two solicitations from the Army and one from the Navy. You are hereby again directed to remove (b)(6) (b)(6) name from all military marketing and solicitation lists immediately. We have **no** interest in any of these programs.

(b)(6)

Sincerely,

(b)(6)

(b)(6)

Cc: Senators Hillary Clinton & Charles Schumer



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



PERSONNEL AND
READINESS

JUL 16 2007

The Honorable Charles Schumer
United States Senate
Washington, DC 20510

Dear Senator Schumer:

This is in reply to your June 26 letter to the Assistant Secretary of Defense for Legislative Affairs concerning your constituent (b)(6) and his request to remove (b)(6) name from military recruitment lists.

(b)(6) opt-out request was processed by the Joint Advertising, Market Research & Studies (JAMRS) program office on December 26, 2006. Since JAMRS is not the only mailing list source the Services use (b)(6) name was also added to a suppression file or "Do Not Mail" list that is distributed to the Services.

JAMRS has followed-up with all the Services to ensure that (b)(6) (b)(6) will not receive further National recruitment mailings from the JAMRS list source. However, local military recruiters also obtain names and contact information from sources other than JAMRS such as referrals from individuals and high school lists.

I hope this information is helpful in responding to your constituent's concerns. Please let me know if I may be of further assistance.

Sincerely,

Jeanne B. Fites
Deputy Under Secretary of Defense
Program Integration



From: (b)(6)
Date: 10/17/2006 9:25:51 AM
To: ga06ima@mail.house.gov
Subject: Message for Tom Price - Other

(b)(6)

October 17, 2006

The Honorable Tom Price
House of Representatives
506 Cannon House Office Building
Washington, DC 20515-1006

Dear Representative Price:

I would like to know how to opt out my children from military recruiting data base. Your help is greatly appreciated.

(b)(6)

Sincerely,

(b)(6)

</MSG>
</APP>



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



PERSONNEL AND
READINESS

DEC 22 2006

The Honorable Tom Price, M.D.
U.S. House of Representatives
Washington, DC 20515

Dear Representative Price:

This is in reply to your December 4 letter to the Assistant Secretary of Defense for Legislative Affairs on behalf of your constituent (b)(6) regarding the opt-out process to remove her children's information from the JAMRS Recruiting Database.

To opt out of the JAMRS Recruiting Database, youth 15½ years old or older, or parents or legal guardians acting on behalf of individuals 15½-18 years old may mail requests to:

Joint Advertising Market Research & Studies (JAMRS)
Attention: Opt Out
4040 N. Fairfax Dr., Ste 200
Arlington, VA 22203.

Requests must include full name, address, city, state, zip, age and date of birth.

If (b)(6) children are 15½ years old or older, their names will be added to JAMRS opt-out database. This file is used to suppress any contact information that JAMRS distributes to the Services. When opt outs are received, the Department takes all necessary action to ensure the names are removed from all JAMRS recruiting lists that are provided to the Services. Opt-out requests may take up to 90 days to take effect and will be honored for ten years. Opt-out screening is partly based on the current address of the individual; any change in address will require the submission of a new opt-out request with the new address.

Thank you for your interest in this issue. I hope this information proves helpful to you in responding to (b)(6)

Sincerely,

Jeanne B. Fites
Deputy Under Secretary of Defense
Program Integration



(b)(6)

From: (b)(6)
Sent: Friday, March 10, 2006 10:45 AM
To: (b)(6)
Subject: RE: [JAMRS info] Opt Out for My 17yo Son

(b)(6)

I have looked up to see if we had received an Opt-out for your son. Here is what I have been able to dig up.

We processed an opt-out for (b)(6) on 17 February. His name would have been on the "Do Not Mail" list distributed to the Services on March 1st. It may take a few weeks or a month r so for it to filter down through the Services though. As for why it was processed in February and not in October, I can only guess as I cannot retrieve the document you sent in after it has been processed as they are destroyed once input into the system. The best guesstimate is that it was delayed in the mail somewhere. Normally it takes about a month for us to process a request and get it into the system. We update the Services on a monthly basis with the "Do Not Mail" list so depending on timing it could take a couple months from start to finish before mail stops coming.

I completely understand the hassle with getting a lot of unsolicited mail and apologize for the delay in getting this taken care of.

If you have any additional questions or concerns please let me know.

V/R,
(b)(6)

----- Original Message -----
From: (b)(6)
Sent: Monday, March 06, 2006 3:26 PM
To: (b)(6)
Subject: Re: [JAMRS info] Opt Out for My 17yo Son

(b)(6)

(b)(6)

Thank You

(b)(6)

----- Original message -----
From: (b)(6)

> Sir,

>
> We would be glad to look into this matter for you. Although, you have not
> provided enough information in your email to research the situation that you
> mention. In order for us to look into it we would need your son's full
> name, address and date of birth.

>
> I also want to remind you that this office is not involved in anything
> related to the No Child Left Behind Act. Any issues related to that Act
> need to be taken up with your son's school administration.

>
> Please send the information I have listed above and I will look into the
> matter for you.

> Very Respectfully,

> (b)(6)
> [Redacted signature block]

> www.jamrs.org

> -----
> THIS EMAIL IS FOR OFFICIAL USE ONLY

> -----Original Message-----

> From: (b)(6)
> Sent: Friday, March 03, 2006 10:04 AM
> To: (b)(6)
> Subject: [JAMRS info] Opt Out for My 17yo Son

>
> On October 26, 2005 I sent the required forms for Opting out under Section
> 9528 of the No Child Left Behind Act. Everything was fine, until He started
> receiving Info from the US Army and US Marine Corps again this week. Please
> look into why this is happening, and correct the problem.

> Sincerely

> (b)(6)
> [Redacted signature block]

(b)(6)

NOV 22 2005

(b)(6)

Reference: Your 6 Oct 05 ltr (JMARS)

Honorable David Hobson
2346 Rayburn House Office Building
Washington DC 20515

It came to my attention recently that the Department of Defense has a contract called JMARS (Joint Market Research) that is a data collection agency collecting vital information on my children and all students between the ages of 14 and 25. Much of this information is being "mined" by military recruiters in our high schools.

Collecting and maintaining personal data on these children without written authorization is illegal.

I request that you provide me with the information that JMARS currently has on file for my children. Additionally, I ask that this information be purged from this data base.

(b)(6)

Send to (b)(6)

(b)(6)

(b)(6)

OFFICE OF CONGRESSMAN DAVID L. HOBSON
7th OHIO DISTRICT
5 West North Street
Suite 200
Springfield, OH 45504

I hereby authorize the office of Congressman David L. Hobson to request on my behalf that the appropriate federal agency or agencies investigate the following:

(b)(6)

I further authorize, that under the provisions of the Privacy Act of 1974 (Public Law 93-579), the agency or agencies involved have my consent to disclose information from my records with the agencies to the Office of Congressman David L. Hobson that will benefit the office in acting on my behalf.

SS# _____

Claim# _____

MAIL TO:
Congressman David L. Hobson
5 W North Street, Suite 200
PO Box 269
Springfield, OH 45501

(b)(6)

(b)(6)

(b)(6)



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



PERSONNEL AND
READINESS

NOV 21 2005

The Honorable David Hobson
Representative in Congress
P.O. Box 269
Springfield, OH 45501-0269

Dear Representative Hobson:

Thank you for your October 27 letter on behalf of your constituent, (b)(6) concerning the Joint Advertising Market Research and Studies (JAMRS) database used to support military recruiting for our All-Volunteer Force. Based on the concerns raised in his letter, it appears that (b)(6) has received inaccurate and misleading information regarding the Department's data collection effort.

This is neither a new effort nor a new system and no new database has been created. The systems notice that was recently published in the Federal Register reflected an internal organizational realignment of a long-standing program, not the creation of a new database. The Department collects basic information on youth in response to a Congressional mandate in 1982 that noted "it is essential that the Secretary of Defense obtain and compile directory information pertaining to students enrolled in secondary schools throughout the United States" to support recruiting for the All-Volunteer Force and avoid conscription ((P.L. 97-252, section 1114(a); 96 Stat 748) 10 USC §503).

In the past, the data were compiled by each of the Services independently. In order to achieve significant cost savings the data are now obtained by the Department, housed centrally, and sent out to the Services. The Services use these data to provide information and marketing materials to potential recruits. Recruiting activities are conducted solely by the Services, not by any private company.

The data are gathered by the Department through a variety of sources: Department of Motor Vehicles, the Selective Service System registry, and commercially purchased lists. The Services use these types of data to direct their advertising and marketing campaigns and not for profiling.

JAMRS does not collect any information on youth younger than the age of 16. Once a student reaches adult status at age 18, the Department is unable to provide information about them to a requesting parent. Similarly, once a student reaches 18 years old, only the student can make an "opt out" request. In the case of your constituent, we



05021328-05

(b)(6)

(b)(6)

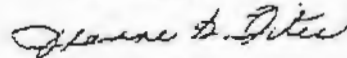
located information on (b)(6) in our database. The information is attached. We have removed the information from the database, as requested by the parent.

Parents of minor children aged 16-17, or students aged 18 and older, can "opt out" of the JAMRS database which will remove individuals' names from this list. It does not remove any students' names from high school directory information that may be collected by local recruiters through provisions under the Department of Education's No Child Left Behind program. Parents seeking to "opt out" their 16-17 year-old children or adults wishing to "opt out" themselves from the JAMRS database should send a letter to:

Joint Advertising Market Research & Studies (JAMRS)
4040 North Fairfax Drive, Suite 200
Arlington, VA 22203

I hope this information is helpful in addressing (b)(6) concerns. The Department appreciates his concerns regarding protecting the personal privacy of young Americans and appreciates your support of recruiting efforts during this challenging time. Please let me know if I may be of further assistance.

Sincerely,



Jeanne B. Fites
Deputy Under Secretary of Defense
(Program Integration)

Attachment:
As stated

(b)(6)

(b)(6)

Joint Advertising and Marketing Research & Studies Office (JAMRS)
Attention: Opt Out
4040 North Fairfax Drive
Suite 200
Arlington, VA 22203

Dear Sir or Madam:

Please remove my son from the JAMRS military recruitment database:

(b)(6)

I believe that the JAMRS database is an intrusion into family privacy and the Pentagon should not be compiling this information.

Following recent revelations that the Pentagon is compiling and using a mega-database of private information on 30 million 16 to 25-year-olds for military recruitment purposes, I respectfully call on Secretary Rumsfeld to immediately enact the following measures:

1. Remove all minors from the JAMRS database.
2. Establish a National Do-Not-Call List for unwanted military recruitment, including:
 - a. clear opt out instructions prominently displayed on the Department of Defense website.
 - b. establishment of a toll-free opt out hotline.
3. ~~Remove all personal data beyond name and address, such as height, weight, Social Security Number, cell phone number, and ethnicity from the JAMRS database.~~

If you need additional information, or have any questions, please feel free to contact us. We would appreciate written confirmation that you have received this letter and complied with our directions.

Sincerely,

Signature

(b)(6)

Date: _____



DEPARTMENT OF DEFENSE
HUMAN RESOURCES ACTIVITY
HEADQUARTERS
4040 FAIRFAX DRIVE, SUITE 200
ARLINGTON VA 22203-1613

(b)(6)

FEB 10 2006

Dear (b)(6):

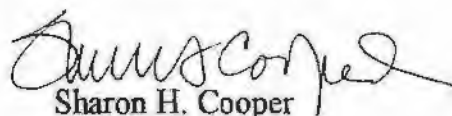
This is in reply to your December 28, 2005 letter to Secretary Rumsfeld and subsequent phone call with Department staff regarding the removal of your son's name from military recruitment lists.

Following receipt of your original opt-out request, the Joint Advertising, Market Research & Studies (JAMRS) staff took the necessary steps to ensure that your son's name was removed from all JAMRS recruiting lists that are provided to the Services. JAMRS is only one source of recruiting lists for the Services. The contact your son received from the Army National Guard came to you because it may take up to 90 days for the opt-out information to process through all of the mailing lists. This depends solely on the time period in which the Services' Recruiting Commands update their systems and pass that information on to their subordinate offices.

In reference to your concern mentioned in your letter regarding privacy and this issue, or for more information regarding privacy practices associated with this System of Records, please consult the notice posted in the Federal Register at www.gpoaccess.gov/fr, (Vol. 70, No. 98, pg. 29486, FR Doc. 05-10216).

Thank you for sharing your concerns regarding the data that are gathered to support recruiting efforts. The Department collects basic information on youth in response to a Congressional mandate in 1982 that noted "it is essential that the Secretary of Defense obtain and compile directory information pertaining to students enrolled in secondary schools throughout the United States" to support recruiting for the All-Volunteer Force and avoid conscription ((P.L. 97-252, section 1114(a); 96 Stat 748) 10 USC §503). These efforts are essential to the Department's recruiting programs and they are conducted under all of the controls and requirements associated with the protection of personal privacy.

Sincerely,


Sharon H. Cooper
Assistant Director



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



PERSONNEL AND
READINESS

DEC 12 2006

The Honorable George Allen
United States Senator
Western Regional Office
3140 Chaparral Drive
Building C, Suite 101
Roanoke, VA 24018

Dear Senator Allen:

This is in reply to your November 15, 2006 letter to the Assistant Secretary of Defense for Legislative Affairs requesting a status report on the request of your constituent (b)(6) regarding the removal of his son's name from military recruitment lists.

As noted in the enclosed correspondence with your constituent dated February 10, 2006, his son's name was removed from all mailing lists produced by the JAMRS recruiting database. His opt-out request was processed on January 23, 2006. Since Joint Advertising Market Research & Studies (JAMRS) is not the only mailing list source the Services use, (b)(6) son's name was added to a suppression file or "Do Not Mail" list that is distributed to the Services. This file is used by each of the respective Recruiting Commands to ensure that those who opt-out are not sent any further mailings.

I hope this information is helpful in responding to your constituent's concerns. Please let me know if I may be of further assistance.

Sincerely,

Jeanne B. Fites
Deputy Under Secretary of Defense
(Program Integration)

Enclosure:
As stated



(b)(6)

(b)(6)

TO: JAMRS
attn: opt out
4040 North Fairfax Dr, Suite 200
Arlington, VA, 22203

FR: (b)(6)

RE: Solicitation OPT OUT

DT: February 14, 2006

Dear JAMRS,

Congressman Udall has informed us that we may OPT OUT of the military database and stop receiving ALL types of military solicitations by contacting you with the following information.

OPT OUT of the Military database and solicitations

(b)(6)

Thank you for your immediate attention to this matter and save a tree.

(b)(6)

(b)(6)

TOM UDALL
3rd District, New Mexico

**CO-VICE CHAIR
CONGRESSIONAL
NATIVE AMERICAN CAUCUS**

1414 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-6190

812 SAINT MICHAEL DRIVE
SUITE 104
SANTA FE, NM 87505
(505) 384-2850

www.tomudall.house.gov



**Congress of the United States
House of Representatives**
Washington, DC 20515-3103
May 9, 2006

COMMITTEES:

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EMPLOYMENT, AND GOVERNMENT PROGRAMS

VETERANS' AFFAIRS

SUBCOMMITTEE ON
DISABILITY ASSISTANCE AND MEMORIAL AFFAIRS

The Honorable Donald Rumsfeld
Secretary
Department of Defense
The Pentagon
Washington, DC 20301

Dear Secretary Rumsfeld:

I write on behalf of a constituent (b)(6) who is trying to ensure that she and her son (b)(6) receive no more solicitations from the military. I respectfully ask for your assistance in this matter and ask that you ensure that their request is honored.

(b)(6) recently sent an opt-out letter (enclosed) to the Joint Advertising Market Research and Studies (JAMRS) requesting that she and her son stop receiving all types of military solicitations. (b)(6) sent this letter certified and received confirmation of its delivery, signed for on February 16, 2006 (enclosed). However (b)(6) received solicitations in March and April, and I was just informed that (b)(6) received another solicitation on May 7.

It is my understanding that (b)(6) have also taken steps to opt-out of the reporting requirements under the No Child Left Behind Act. Therefore, according to your Congressional Affairs office, with whom members of my staff have discussed the case, they should not be receiving additional solicitations. With that in mind, I respectfully request that you look into this matter and ensure that they no longer receive solicitations from the military.

Thank you for your attention to my request. I look forward to your prompt reply.

Sincerely,

Tom Udall
Member of Congress

TU/mc

OSD 07576-06



5/10/2006 10:17:30 AM

BRANCH OFFICES:

CLYDE-CARVER PUBLIC LIBRARY
701 NORTH MAIN STREET
CLOVIS, NM 88101
(505) 763-7616

650 MUNICIPAL DRIVE
FARMINGTON, NM 87401
(505) 324-1806

LUNA COMMUNITY COLLEGE
ADMINISTRATION BUILDING, ROOM 108
100 LUNA DRIVE
LAS VEGAS, NM 87707
P.O. BOX 928
(505) 454-4080

110 WEST ARTEC
SUITE 102
GALLUP, NM 87301
(505) 863-0597

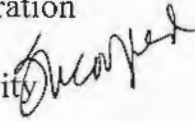
3500 SOUTHERN BOULEVARD, SE
ROOM 105-A
RIO RANCHO, NM 87124
(505) 384-0489

ACTION MEMO

MAY 17 2006

FOR: Deputy Under Secretary of Defense for Program Integration

FROM: Assistant Director, Defense Human Resources Activity



SUBJECT: Constituent Who Does Not Want to Receive Solicitations

- Representative Udall sent a letter on behalf of his constituent, (b)(6) (b)(6) requesting that she and her son stop receiving solicitations from the military. The incoming letter is at TAB 3.
- (b)(6) sent an opt-out letter to JAMRS dated February 14, 2006. JAMRS has no record of receiving or processing this letter.
- JAMRS has taken the necessary steps to have her son's name removed from future lists.
- Attached is a proposed response to Representative Udall.

RECOMMENDATION: Sign the letter at TAB 1.

COORDINATION: LA – (TAB 2)

Prepared by: (b)(6) USN, DHRA/JAMRS, (b)(6)

CORRESPONDENCE TASKER

Classification: UNCLASSIFIED

Date: 05/18/2006 10:17:36

Control Number: PR000653-06

Route To: PR-PI - CIV (b)(6)
(b)(6) PR-PI-DHRA -
(b)(6)

External Reference: OSD 07576-04

Document Date: 05/19/2006

Original Suspense Date: 05/19/2006

Document Originator: MOC UDALL, T.

Current Suspense Date: 05/19/2006

Create Date: 05/10/2006

Signature Level:

Subject: DOES NOT WANT TO RECEIVE ANY MORE SOLICITATIONS FROM THE MILITARY

Action: (RD) Reply Direct

Closed
Returned for you to dispatch
J