AMENDMENT TO
RULES COMMITTEE PRINT 118–10
OFFERED BY MR. CRENSHAW OF TEXAS

At the end of subtitle C of title V, insert the following:

SEC. 5. ENLISTMENTS: COMPILATION OF DIRECTORY
AND OTHER PROSPECTIVE RECRUIT INFORMATION.

(a) Compilation of Prospective Recruit Information.—Section 503 of title 10, United States Code, is amended—

(1) by striking the section designation and heading and inserting the following:

“§ 503. Enlistments: recruiting campaigns; compilation of directory and other prospective
recruit information”;

(2) in subsection (a)(1), by striking “Regular Army” and all that follows before the period at the end and inserting “regular and reserve components of the armed forces”;

(3) by redesignating subsection (c) as subsections (d); and
(4) by inserting after subsection (b) the following new subsection:

“(c) Compilation of Other Prospective Recruit Information.—(1) The Secretary of Defense may collect and compile other prospective recruit information pertaining to individuals who are—

“(A) 17 years of age or older or in the eleventh grade (or its equivalent) or higher; and

“(B) enrolled in a secondary school in the United States (including its territories and possessions) or the Commonwealth of Puerto Rico.

“(2) The Secretary may make prospective recruit information collected and compiled under this subsection available to the armed forces for military recruiting purposes. Such information may not be disclosed for any other purpose.

“(3) Other prospective recruit information collected and compiled under 1 this subsection shall be confidential, and a person who has had access to such information may not disclose the information except for the purposes described in paragraph (2).

“(4) In this subsection, the term ‘prospective recruit information’ means information for use in identifying prospective recruits, tailoring marketing efforts to reach the primary recruit market, and
measuring the return on investment of ongoing marketing efforts. Citizens will be made aware of the categories of personally identifiable information (PII), as well as non-PII information, to be collected and the purposes for which the categories of personal information are collected and used. Categories of information may include, but are not limited to—

“(A) identifiers (such as Internet Protocol address, social media handles);

“(B) information about your connected devices and how you interact with our apps and websites (such as browser type, unique device identifier, cookie data, and associated identifying and usage information);

“(C) demographic (such as date of birth, high school or college graduation year, grade currently enrolled in, citizenship, marital status, household composition, or veteran or military status);

“(D) protected classification characteristics under state or federal law (such as age and gender);

“(E) audio or video information (social media content, photographs and videos shared
on recruitment digital properties, images and likeness captured at events);

“(F) fitness activity data (for example, exercise length, duration, activities); and

“(G) login and profile information, including screen name, password and unique user ID for recruitment digital properties.

“(5) The collection, use, and retention of a citizen’s personal information shall be reasonably necessary and proportionate to military recruitment objectives.

“(6) Where possible, citizens will have the ability to manage and/or opt-out of data collection via a clear and easy to access process in compliance with state legislation.”.

(b) REGULATIONS.—The Secretary of Defense shall prescribe regulations to carry out the amendments made by this section.

(c) CLERICAL AMENDMENT.—The table of sections at the beginning of chapter 31 of such 10 title is amended by striking the item relating to section 503 and inserting the following new item:

“503. Enlistments: recruiting campaigns; compilation of directory and other prospective recruit information.”.