

AMENDMENT TO
RULES COMMITTEE PRINT 117-54
OFFERED BY MR. CRENSHAW OF TEXAS

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

1 **SEC. 5___ . ENLISTMENTS: COMPILATION OF DIRECTORY**
2 **AND OTHER PROSPECTIVE RECRUIT INFOR-**
3 **MATION.**

4 (a) COMPILATION OF PROSPECTIVE RECRUIT INFOR-
5 MATION.—Section 503 of title 10, United States Code, is
6 amended—

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

9 **“§ 503. Enlistments: recruiting campaigns; compila-**
10 **tion of directory and other prospective**
11 **recruit information”;**

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

16 (3) by redesignating subsections (c) and (d) as
17 subsections (d) and (e), respectively; and

1 (4) by inserting after subsection (b) the fol-
2 lowing new subsection:

3 “(c) COMPILATION OF OTHER PROSPECTIVE RE-
4 CRUIT INFORMATION.—(1) The Secretary of Defense may
5 collect and compile other prospective recruit information
6 pertaining to individuals who are—

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

9 “(B) enrolled in a secondary school in the
10 United States (including its territories and pos-
11 sessions) or the Commonwealth of Puerto Rico.

12 “(2) The Secretary may make prospective re-
13 cruit information collected and compiled under this
14 subsection available to the armed forces for military
15 recruiting purposes. Such information may not be
16 disclosed for any other purpose.

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

22 “(4) In this subsection, the term ‘prospective
23 recruit information’ means information for use in
24 identifying prospective recruits, tailoring marketing
25 efforts to reach the primary recruit market, and

1 measuring the return on investment of ongoing mar-
2 keting efforts. Citizens will be made aware of the
3 categories of personally identifiable information
4 (PII), as well as non-PII information, to be collected
5 and the purposes for which the categories of per-
6 sonal information are collected and used. Categories
7 of information may include, but are not limited to—

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

10 “(B) information about your connected de-
11 vices and how you interact with our apps and
12 websites (such as browser type, unique device
13 identifier, cookie data, and associated identi-
14 fying and usage information);

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

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

23 “(E) audio or video information (social
24 media content, photographs and videos shared

1 on recruitment digital properties, images and
2 likeness captured at events);

3 “(F) fitness activity data (for example, ex-
4 ercise length, duration, activities); and

5 “(G) login and profile information, includ-
6 ing screen name, password and unique user ID
7 for recruitment digital properties.

8 “(5) The collection, use, and retention of a citi-
9 zen’s personal information shall be reasonably nec-
10 essary and proportionate to military recruitment ob-
11 jectives.

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

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

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

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

