

Protect Your Privacy from Military Recruiters by Opting Out of the JAMRS Database

JAMRS stands for the "Joint Advertising Market Research Studies." The JAMRS database- a massive registry of 30 million Americans between the ages of 16 and 25 for military recruitment purposes- is funded by the Department of Defense with the goal of maximizing recruitment efforts. The JAMRS database includes information such as name, date of birth, gender, mailing address, e-mail address, race and ethnicity, telephone number, high school name, graduation date, Grade Point Average, college intent, military interest, field of study, and the ASVAB Test score.

The JAMRS database has your information. If you do not want your personal information to be sold to the military, fill out the form below and return it to the address below.

Note: You must opt out each time you move to a new address.

Joint Advertising and Marketing Research & Studies
Direct Marketing Program Officer
Attention: Opt Out
4040 North Fairfax Drive, Ste. 200
Arlington, VA 22203-1613

Dear Direct Marketing Program Officer:

Please remove all information and data regarding the following individual from the JAMRS military recruitment database:

Full Name: _____ **Date of Birth:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

I believe that the JAMRS database is an intrusion into my family's privacy and the Department of Defense should not be compiling this information.

Signature: _____ Date: _____

(Parent or legal guardian if individual is under 15 and a half years old).

Frequently Asked Questions about the JAMRS Database

1. What type of information is kept in the JAMRS database?

The JAMRS database includes information such as name, date of birth, gender, mailing address, e-mail address, race and ethnicity, telephone number, high school name, graduation date, Grade Point Average, college intent, military interest, field of study, and the ASVAB Test score.

2. Why does the military collect data on race and ethnicity?

The military has long focused its recruitment efforts on areas with high populations of people of color and low-income communities. In our lawsuit the NYCLU sought to compel the Department of Defense (DOD) to cease gathering information on race and ethnicity, yet the military refused to stop. The NYCLU believes the DOD's resistance stems from the military's on-going efforts to target racial and ethnic minorities, especially from Latino and African-American communities, for aggressive recruitment campaigns.

[Click here](#) to take a look at some of the military's training materials for recruiters on how to attract Latino and African-American recruits. Some may consider it to be quite racist. They have subsequently been removed from DOD websites.

3. How long does such information stay in the JAMRS database?

According to the Department of Defense's Privacy Act Statement of January 2007, records are kept in the JAMRS database for no more than three years.

4. How does the Department of Defense get my information?

The Department of Defense has many ways of acquiring your information for the JAMRS database. Much of the information is obtained by spending millions of dollars purchasing information from private data brokers, particularly marketing companies that specialize in collecting information about youth. In addition, the military collects information that individuals voluntarily contribute on recruitment brochures or questionnaires and buys information from the Department of Motor Vehicle, the Selective Service System, the College Board, the Armed Services Vocational Aptitude Battery (ASVAB test), among other places.

5. Isn't the JAMRS database illegal?

The NYCLU filed a lawsuit against the Department of Defense in 2006 (Hanson v. Rumsfeld) claiming the unconstitutionality of the JAMRS database. We succeeded in getting a settlement forcing the DOD to stop collecting Social Security Numbers, keep

student information for only three years, restrict the ages of students included in the database, and maintain better privacy standards for student information. Also, the Department of the Defense clarified the procedure for opting out of the database.

6. What does the Department of Defense do with the data it compiles?

The information is used by the military to recruit young people for the armed services. It can only be used for purposes of military recruitment and cannot be shared with any other departments.

7. How can I keep my information out of the JAMRS Database?

Technically, there is no way to keep your personal information out of the JAMRS database. However, if you fill out an opt out form and send it to the JAMRS headquarters, the Department of Defense will keep your name in a "suppression file." Your information will be inaccessible to recruiters and remain sealed in the suppression file.

8. Do I need a parent's signature to opt out of the JAMRS Database?

No. If you are older than 15 and a half years old, you do not need a parent's signature. If you are under the age of 15 and a half, you do need a parent's signature.

9. How often do I need to opt out of JAMRS?

You should only need to opt out of the JAMRS database once. If you change addresses, however, you should send a new opt-out letter.

10. I thought I already opted out of military recruitment by turning a form into my high school office. Shouldn't the military already be prevented from getting my personal information?

The military gathers information from a wide array of sources. One source is information gathered under the No Child Left Behind Act (NCLB) which allows recruiters to request directory information (name, address, phone number) of eleventh and twelfth grade students from the Department of Education. The NCLB information is completely separate from the JAMRS information. If you opt out of NCLB and are still being contacted by the military then your information is probably contained in the JAMRS database. You must opt out of both NCLB and JAMRS.

11. What can I do to spread the word about JAMRS?

Not very many people know the huge scope of the JAMRS database or even that it exists at all. The only way for young people to keep their personal information private from recruiters is to opt out. Here are some things you can do to spread the word:

- * Tell your friends and family! The best way to get somebody to take action on anything is if the information comes from somebody they trust and who cares about them. Make sure your friends and family opt out of the JAMRS database.

- * Ask your teacher or principal to hand out opt out forms to the whole school

- * Write a letter to the editor of your local paper.

- * Alert a local sports team, religious youth group, PTA meeting, or school club about the JAMRS database and their ability to opt out. Contact us for materials.

THERE ARE THREE WAYS THE MILITARY CAN GET YOUR INFORMATION

1. **You give it to them.** This is voluntary and done on your own prerogative, at your own risk.
2. **No Child Left Behind.** Under NCLB the federal government is threatening to deny federal education funding to an entire state if any school refuses to release student contact information to the military or let military recruiters in their doors. NCLB has three parts:
 - Schools are required to release student directory information – Name, phone number, home address -of students (In many cases, only 11th and 12th grade students). Information cannot be released until students and parents have had ample time to opt out of having their information released.
 - Schools must notify student and parents of their right to keep their information private from military recruiters. Opt Out forms may be signed by either students or parents. Opt Out deadlines are usually in the Fall. Make sure you find out when your schools deadline is.
 - NCLB requires schools to give military recruiters “the same access to secondary school students as is provided generally to post secondary educational institutions (colleges or universities) or to prospective employees of those students.” Recruiters should not receive preferential access.
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JAMRS
JOINT ADVERTISING
MARKET RESEARCH & STUDIES



U.S. ARMY



No Child
LEFT BEHIND