

## Opt Out of the Pentagon's illegal database right away...

**TO OPT OUT**, write a written request asking that your child (or you, if you're under 25) be added to the "**suppression files**" of the Pentagon's database. Include:

your child's full name and address with zip code and phone number (as a back-up in case of duplicates, or for clarification if necessary) Then send your request to the following address:

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

For more information, go to the JAMRS website: [www.jamrs.org](http://www.jamrs.org).

**NOTE:** To Opt Out, the Department of Defense was initially requiring a social security number, but has backed off that requirement. They have also agreed to get the Opt Out information up on their site and establish an information-only 800# with prerecorded instructions re: opting out, pending approval. They have had a storm of inquiries over the past week, and say they are looking at other ways to improve the process. Consider adding some pressure in that direction to any Opt Out letters you send in. Attention: Captain Moe Brown.

**BACKGROUND:** According to the Pentagon Public Affairs office (at 703-428-0711), JAMRS is the organization formed by the Pentagon to oversee the development of a database of 30 million 16-25-year-olds, including name, address, email addresses, cell phone numbers, ethnicity, social security numbers and areas of study. This database is updated daily and distributed monthly to the Armed Services for recruitment purposes. **You may "opt out" of this list in writing at the address above, and your child's information will be moved to a " suppression file." The Pentagon retains the information, but does not release it.**

See articles on the Pentagon's illegal database of kids here:

Pentagon Creating Student Database by Jonathan Krim; Washington Post; June 23, 2005

U. S. Invades Kids' Privacy by Sandra Lowe; USA Today; June 29, 2005

The Army's Hard Sell by Bob Herbert; The New York Times; June 27, 2005

16 to 25? Pentagon Has Your Number, and More by Damien Cave; The New York Times; June 24, 2005

The 'Leave My Child Alone' Movement by Rebecca Romani, Left Turn; June 29, 2005

The Pentagon's Public Affairs Office read to us from a memo that the military branches had been collecting this data for years, and only contracted with the private marketing firm BeNow in 2002 to begin "consolidating the data for greater efficiency." Perhaps this is the rationale the Pentagon felt they could use to end-run the Privacy Act, which requires notification and public comment whenever new data is being compiled on individuals by any branch of government. The LeaveMyChildAlone.org coalition believes that any database being "updated daily" is certainly collecting new data on our kids, and therefore falls under the notification requirements of the Privacy Act.

The LeaveMyChildAlone.org coalition is urging the Pentagon to add 800# and online Opt Out options for parents and students. However, the fact that the data is maintained in a "suppression file" hardly grants parents piece of mind. With recent reports of massive security breaches at data firms, the fact that such detailed information about our sons and daughters has been in use for 3 years without parental consent or knowledge is troubling. That it is being managed by a firm (BeNow) that fails to even state a privacy or security policy on their web site is of even graver concern.

Act up, act now:

Opt Out your kids from both the Pentagon lists and your local school's lists

Contact your Representative and tell them to investigate this violation of the privacy act and scrap the illegal database. Take action through [ActforChange.com](http://ActforChange.com). - you'll find a draft email you can send to your local legislator.

Phone in your family privacy concerns to the Pentagon (703-428-0711).