

PRIVACY IMPACT ASSESSMENT (PIA)

PRESCRIBING AUTHORITY: DoD Instruction 5400.16, "DoD Privacy Impact Assessment (PIA) Guidance". Complete this form for Department of Defense (DoD) information systems or electronic collections of information (referred to as an "electronic collection" for the purpose of this form) that collect, maintain, use, and/or disseminate personally identifiable information (PII) about members of the public, Federal employees, contractors, or foreign nationals employed at U.S. military facilities internationally. In the case where no PII is collected, the PIA will serve as a conclusive determination that privacy requirements do not apply to system.

1. DOD INFORMATION SYSTEM/ELECTRONIC COLLECTION NAME:

Interactive Customer Evaluation (ICE) System

2. DOD COMPONENT NAME:

Washington Headquarters Service

3. PIA APPROVAL DATE:

07/14/2025

ITMO

SECTION 1: PII DESCRIPTION SUMMARY (FOR PUBLIC RELEASE)

a. The PII is: (Check one. Note: Federal contractors, military family members, and foreign nationals are included in general public.)

- ☐ From members of the general public ☐ From Federal employees
- ☒ from both members of the general public and Federal employees ☐ Not Collected (if checked proceed to Section 4)

b. The PII is in a: (Check one.)

- ☐ New DoD Information System ☐ New Electronic Collection
- ☒ Existing DoD Information System ☐ Existing Electronic Collection
- ☐ Significantly Modified DoD Information System

c. Describe the purpose of this DoD information system or electronic collection and describe the types of personal information about individuals collected in the system.

The ICE system enables DoD service providers to collect feedback from their customers so that those services can be improved. Customers submitting feedback via ICE about the services that they have utilized can provide their contact information (full name and/or government email address and/or government telephone number and/or personal phone number and/or personal email address) so that manager of the involved service provider can respond to the customer's feedback. This information is completely voluntary and not providing this information has no impact on the submitting of a comment card. Information is never retrieved by a personal identifier, such as a person's name; therefore a SORN is not required. This automated information system also contains office-related user information (e.g., office phone numbers, office e-mail address, title) for ICE manager/user account setup and administration.

d. Why is the PII collected and/or what is the intended use of the PII? (e.g., verification, identification, authentication, data matching, mission-related use, administrative use)

Information is collected just so that the manager can contact the customer who submitted feedback if the customer requests to be contacted.

e. Do individuals have the opportunity to object to the collection of their PII? ☒ Yes ☐ No

(1) If "Yes," describe the method by which individuals can object to the collection of PII.

(2) If "No," state the reason why individuals cannot object to the collection of PII.

Individuals may simply not enter their contact information if they wish to be anonymous. Not entering the contact info has no impact on submitting feedback.

f. Do individuals have the opportunity to consent to the specific uses of their PII? ☒ Yes ☐ No

(1) If "Yes," describe the method by which individuals can give or withhold their consent.

(2) If "No," state the reason why individuals cannot give or withhold their consent.

Individuals may simply not enter their contact information if they wish to be anonymous. Not entering the contact info has no impact on submitting feedback.

g. When an individual is asked to provide PII, a Privacy Act Statement (PAS) and/or a Privacy Advisory must be provided. (Check as appropriate and provide the actual wording.)

- ☐ Privacy Act Statement ☒ Privacy Advisory ☐ Not Applicable

PRIVACY ADVISORY: When completed, this form contains personally identifiable information and is protected in accordance with the Privacy Act of 1974, as amended and DoD 5400.11-R, DoD Privacy Program.

Executive Order 12862, Setting Customer Service Standards; DoDD 5105.53, Director of Administration and Management - Section 4.20

h. With whom will the PII be shared through data/system exchange, both within your DoD Component and outside your Component?
(Check all that apply)

<input checked="" type="checkbox"/> Within the DoD Component	Specify.	<input type="text" value="DoD Organizations serviced by WHS"/>
<input checked="" type="checkbox"/> Other DoD Components (i.e. Army, Navy, Air Force)	Specify.	<input type="text" value="Army, Navy, Air Force"/>
<input type="checkbox"/> Other Federal Agencies (i.e. Veteran's Affairs, Energy, State)	Specify.	<input type="text"/>
<input type="checkbox"/> State and Local Agencies	Specify.	<input type="text"/>
<input type="checkbox"/> Contractor (Name of contractor and describe the language in the contract that safeguards PII. Include whether FAR privacy clauses, i.e., 52.224-1, Privacy Act Notification, 52.224-2, Privacy Act, and FAR 39.105 are included in the contract.)	Specify.	<input type="text"/>
<input type="checkbox"/> Other (e.g., commercial providers, colleges).	Specify.	<input type="text"/>

i. Source of the PII collected is: (Check all that apply and list all information systems if applicable)

<input checked="" type="checkbox"/> Individuals	<input type="checkbox"/> Databases
<input type="checkbox"/> Existing DoD Information Systems	<input type="checkbox"/> Commercial Systems
<input type="checkbox"/> Other Federal Information Systems	

Customer/Contact PII is collected from the individual. The individual voluntarily submits the PII only if they wish to be contacted.

j. How will the information be collected? (Check all that apply and list all Official Form Numbers if applicable)

<input checked="" type="checkbox"/> E-mail	<input type="checkbox"/> Official Form (Enter Form Number(s) in the box below)
<input type="checkbox"/> In-Person Contact	<input type="checkbox"/> Paper
<input type="checkbox"/> Fax	<input type="checkbox"/> Telephone Interview
<input type="checkbox"/> Information Sharing - System to System	<input checked="" type="checkbox"/> Website/E-Form
<input type="checkbox"/> Other (If Other, enter the information in the box below)	

ICE Comment block is included in employee email that refers back to the website/E-Form online located at: https://ice.disa.mil/index.cfm?fa=card&sp=139805&s=110&dep=*DoD

k. Does this DoD Information system or electronic collection require a Privacy Act System of Records Notice (SORN)?

A Privacy Act SORN is required if the information system or electronic collection contains information about U.S. citizens or lawful permanent U.S. residents that is retrieved by name or other unique identifier. PIA and Privacy Act SORN information must be consistent.

☐ Yes ☒ No

If "Yes," enter SORN System Identifier

SORN Identifier, not the Federal Register (FR) Citation. Consult the DoD Component Privacy Office for additional information or <http://dpcl.d.defense.gov/Privacy/SORNs/>
or

If a SORN has not yet been published in the Federal Register, enter date of submission for approval to Defense Privacy, Civil Liberties, and Transparency Division (DPCLTD). Consult the DoD Component Privacy Office for this date.

If "No," explain why the SORN is not required in accordance with DoD Regulation 5400.11-R: Department of Defense Privacy Program.

PII cannot be searched for nor used as search criteria within the system. Since information is not retrieved by PII no SORN is required

l. What is the National Archives and Records Administration (NARA) approved, pending or general records schedule (GRS) disposition authority for the system or for the records maintained in the system?

(1) NARA Job Number or General Records Schedule Authority.

(2) If pending, provide the date the SF-115 was submitted to NARA.

(3) Retention Instructions.

In accordance with the OSD Records Disposition Schedule, the following file numbers apply: 201-24 – Interactive Customer Evaluation

(ICE) System – Comment Card Submissions, Disposition: Temporary. Cut off closed comment card responses and associated comments at the end of response period. Destroy 5 years after cutoff. 201-25, Interactive Customer Evaluation (ICE) System – Manager Account Records. Disposition: Temporary. Cut off after comment period ends. Destroy 5 years after cutoff. 201-26 – Interactive Customer Evaluation (ICE) System – Comment Cards (Questionnaire) Records. Disposition: Temporary. Cut off after comment period ends. Destroy 5 years after cutoff. 201-27 – Interactive Customer Evaluation (ICE) System – Survey Application. Disposition: Temporary. Cut off after each survey project (including questionnaire, responses, report, associated comments, and raw data sets) is completed. Destroy 1 year after cutoff.

m. What is the authority to collect information? A Federal law or Executive Order must authorize the collection and maintenance of a system of records. For PII not collected or maintained in a system of records, the collection or maintenance of the PII must be necessary to discharge the requirements of a statute or Executive Order.

- (1) If this system has a Privacy Act SORN, the authorities in this PIA and the existing Privacy Act SORN should be similar.
- (2) If a SORN does not apply, cite the authority for this DoD information system or electronic collection to collect, use, maintain and/or disseminate PII. (If multiple authorities are cited, provide all that apply).
 - (a) Cite the specific provisions of the statute and/or EO that authorizes the operation of the system and the collection of PII.
 - (b) If direct statutory authority or an Executive Order does not exist, indirect statutory authority may be cited if the authority requires the operation or administration of a program, the execution of which will require the collection and maintenance of a system of records.
 - (c) If direct or indirect authority does not exist, DoD Components can use their general statutory grants of authority ("internal housekeeping") as the primary authority. The requirement, directive, or instruction implementing the statute within the DoD Component must be identified.

Executive Order 12862, Setting Customer Service Standards; DoDD 5105, Director of Administration and Management - Section 4.20
Privacy Advisory: When completed, this form contains personally identifiable information and is protected in accordance with the Privacy Act of 1974, as amended and DoD 5400.11-R, DoD Privacy Program.

n. Does this DoD information system or electronic collection have an active and approved Office of Management and Budget (OMB) Control Number?

Contact the Component Information Management Control Officer or DoD Clearance Officer for this information. This number indicates OMB approval to collect data from 10 or more members of the public in a 12-month period regardless of form or format.

☒ Yes ☐ No ☐ Pending

- (1) If "Yes," list all applicable OMB Control Numbers, collection titles, and expiration dates.
- (2) If "No," explain why OMB approval is not required in accordance with DoD Manual 8910.01, Volume 2, "DoD Information Collections Manual: Procedures for DoD Public Information Collections."
- (3) If "Pending," provide the date for the 60 and/or 30 day notice and the Federal Register citation.

OMB 0704-0420, expires 30 APR 2026