

Social Media PCLIA Report

Date of Approval: September 20, 2018

Survey PCLIA ID Number: 3481

A. Site Description

1. The full name and acronym for the Social Media site, Third Party Website, or Application. IRS Nationwide Tax Forums (NTF) - Facebook, NTF

Note: the remaining questions will be simplified to Social Media site (vs. Third Party Website or Application)

2. Is this a new Social Media site? No

2.b. If no, is there a PCLIA for this Social Media site? Yes

2.b.1. If yes, enter the full name, acronym and PCLIA ID of the most recent Social Media PCLIA. IRS Nationwide Tax Forums - Facebook

2.b.2. If yes, enter the approval date of the most recent Social Media PCLIA. 06/04/2015

2.b.3. If yes, indicate which of the following changes occurred to require this update. (Check all that apply)

No : Addition of PII

No: Conversions

No : Anonymous to Non-Anonymous

No : Significant System Management Changes

No : Significant Merging with Another System

No : New Access by IRS Employees or the Public

No : Addition of Commercial Data or Resources

No : New Interagency Use

No : Internal Flow or Collection

Yes : Other

2.b.3.a. Please explain the other changes It's required that the PIA is updated at least every 3 years.

3. What type of Social Media site will be used? (Facebook, YouTube, Twitter, LinkedIn, Other) Facebook

A.1 General Business Purpose

4. What is the specific business purpose of the IRS use of this Social Media site? Provide a clear, concise description of the Social Media site, the reason for the site, and the benefits to the IRS mission. The purpose of the IRS Nationwide Tax Forums page on Facebook is to provide National Public Liaison (NPL) with branding and advertising with users, including a substantial population of the tax professional community. Information regarding the Tax Forums, including reminders and time-sensitive updates, are shared on the page as an

additional avenue to reach the 11,000 + annual attendees to the tax forums. These Forums provide up to 18 Continuing Education credits for attendees.

5. Is the Social Media site operational? Yes

5.a. If yes, what is the operational date? 07/13/2009

B. PII Details

6. Will Personally Identifiable Information (PII) become available to the IRS through public use of this Social Media site? Yes

6.a. If yes, check all the (PII) that is likely to become available

Yes : Name

Yes : Location

Yes : Picture

Yes : Contact Information

Yes : Employer

Yes : Education

Yes : Other

6.a.1. For other, List all other PII Relationship status, activities and interest

7. Will the public be able to respond or interact with comments or questions? Yes

7.a. If yes, how? The public will be able to respond to IRS posts by linking a post or posting a comment of their own. In addition, users may also share IRS posts with their individual network of friends. The public will not be able to initiate their own discussions.

8. Will the public need to identify their email address or other address if they request service? No

B.1 About the Social Media Site

9. Does the IRS intend or expect to use the PII? No

10. Will the IRS share the PII? No

C. Privacy Act & System of Records Notice

11. Is there a System of Records Notice(s) or SORN(s) that addresses the PII records in this site? Yes

If yes, enter the SORN number(s) and the complete name of the SORN(s)

SORNS Number

SORNS Name

IRS 00.001

Correspondence Files and Correspondence Control Files

D. Responsible Parties

12. Identify the individuals for the following Social Media site roles: (System Owner = Social Media Website Owner or Executive) ## Official Use Only

I.1 Records Schedule

13. Will your site interact with the public? Yes

13.1. If yes, what are the plans to maintain the PII collected, used, or stored? Any comments containing PII other than user name is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

13.2. If yes, cite the authority to retain/dispose of the PII.

RCS 17, item 34 for IRS Interactive Networking Site Use Records

13.3. If yes, describe where the PII data will be stored, who will have access to it and the purpose.

Facebook use "like" and comment data is stored on the Facebook page. Private messages may only be read by group administrators, who are NPL employees.

13.4. If yes, how will the PII be eliminated at the end of the retention period?

Any comments containing PII other than user name is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

O. Tracking

14. Does this Social Media site use any means to track visitors' activities on the Internet? Yes

Yes Session Cookies

14.a.3. If selected, state authority & provide reason. Facebook uses session cookies to allow advertisers to track Internet activity of users and provide relevant ads within the Facebook page.

P. Privacy Policy

15. Has the IRS Business Owner examined the Third Party's Privacy Policy and evaluated risks? Yes

15.a. If yes, is the Social Media site appropriate for IRS use? Yes

16. Will the IRS Business Owner monitor any changes to the Third Party's Privacy Policy and periodically assess the risks involved? Yes

17. Can the IRS Business Owner assure that if a link is posted that leads to an external Third-Party website or any other external location that is not an official government domain, the agency will provide a pop-up alert to the visitor explaining that they are being directed to another website that may have different Privacy Policies? Yes

18. If the IRS Business Owner incorporates or embeds a third-party application on its website or any other official government domain; will the IRS Business Owner take the necessary steps to disclose the Third Party's involvement and describe the IRS Privacy Requirements in its Privacy Policy notice, as specified by OMB M-10-23? Yes

P.1 Data Security

19. How will the IRS secure the PII that is used, maintained, or provided? (Be specific to ensure the security controls meet Cyber Security and other federal security authorities.) Any comments containing PII other than user name is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

20. Are there any privacy risks that may exist or be inherent in a social networking environment? Yes

20.a.1. If yes, list the risks. Users may inadvertently post PII in a comment.

20.a.2. If yes, what are the plans to mitigate the risks? Any comments containing PII other than user name is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

Q. General Requirements

21. Will the IRS Business Owner follow guidance that suggests when an agency uses a Social Media site that is not a part of an official government domain; the IRS will apply appropriate branding to distinguish the agency's activities from those of nongovernmental actors. For example, to the extent practicable, the IRS Business Owner will assure that the IRS Seal or Emblem will be added to its profile page on a Social Media site to indicate that it is an official IRS agency presence? Yes

22. If information is collected through the IRS use of a Social Media site, will the IRS Business Owner assure that they collect only the information "necessary for the proper performance of agency functions and which has practical utility"? Yes

23. If PII is collected, will the Business Owner assure that the agency collects only the minimum necessary to accomplish a purpose required by statute, regulations, or executive order? Yes

R. Privacy Notice

24. Does the Business Owner of this Social Media site agree to maintain an IRS approved Privacy Notice that will "stand alone" and not be combined into other background information? (Privacy Compliance & Assurance may request copies of the Terms of Service Agreements and/or the Privacy Notice.) Yes

25. Can the Business Owner confirm that links to IRS.gov and the IRS.gov Privacy Policy will be placed on the front page of the website? Yes

K. Other Sites

26. Are there any other Social Media sites owned or maintained by the Business Unit? Yes

26.a. If yes, provide full name(s) of the site and date(s) of operation. LinkedIn, March 1, 2012

M. Civil Liberties

27. Does the Social Media site maintain records describing how an individual exercises rights guaranteed by the First Amendment (including, but not limited to information regarding religious and political beliefs, freedom of speech and of the press, and freedom of assembly and petition)? No

28. Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people? No

End of Report
