
Privacy Impact Assessment (PIA) for Third-Party Websites and Applications (Social Media Sites)

Authorities: The Privacy Act of 1974 (*as amended*); the E-Government Act of 2002; OMB M-10-22, "Guidance for Online Use of Web Measurement and Customization Technologies" (6-25-10); and OMB M-10-23, "Guidance for Agency Use of Third-Party Websites and Applications." (6-25-10)

Note: In addition to completing a PIA, New Social Media platforms must be approved by the IRS Social Media Governance Council. If your organization has not received approval, complete the **New Media Use Authorization Form**.

Date (*mm/dd/yyyy*)

01/28/2014

Section I - Introduction

1. Provide the Full Name the IRS will use for the Third-Party Website or Application or Social Media site (*hereinafter*, "Social Media site"), and Acronym ("*IRS Recruitment*")

Internal Revenue Service Company Overview

2. What type of Social Media site will be used

- Facebook You Tube Twitter iTunes (*podcasts*) Web 2.0 application
- Other LinkedIn

Section II - About the Social Media Site

4. Will personally identifiable information (PII) become available to the IRS through public use of this social media site Yes No

If yes, list all PII that is likely to become available (*i.e., names, avatars, email addresses, photos, etc.*)

a. Will the public be able to respond or interact with comments or questions Yes No

If yes, how

b. Will the public need to identify their email address or other address if they request services Yes No

**If you answered yes to any part of Question 4, a full PIA is required.
Please complete the remainder of this questionnaire.
If no, stop and explain how no PII is available here, and submit for review.**

5. What is the IRS intended or expected use of the PII? Be specific. This answer must map to the mission or goals of the agency

IRS will not collect PII via LinkedIn. We will not be posting content that can be commented on.

a. Will the site be used to solicit feedback? (*OMB M-10-23 requires that if an agency uses a third-party service to solicit feedback, the agency should provide an alternative government email address where users can also send feedback*) Yes No

b. If the answer for 2a. above is yes – provide information on the IRS.gov website or email address where users can send feedback

6. With whom will the IRS share the PII

- a. Within the IRS business owner's offices
- b. IRS research/statistical data gathering
- c. Other IRS offices (*list*)
- d. Other federal or state government agencies
- e. Other outside entities

Note: Follow number 7 retention schedule instructions only if site will interact with public (*contact AWSS Records & Information Management Services (RIM) to determine if the interaction constitutes "record keeping"*)

7. What are the plans to maintain the PII collected, used or stored

Draft Records Retention Schedule for Interactive Networking Site Use Records: IRS Interactive Networking Site Use Records.

Records documenting activity on social networking sites where interaction with site users and IRS occur. Activity capture records include periodic and/or scheduled screen shots detailing content posted by IRS; links to content hosted on IRS-owned web sites; discussion topics posted by IRS; comments to IRS posts/discussions by users subscribed to networking sites/services, and; comments posted by IRS employees.

Note: Some networking sites are used by IRS strictly for publishing information that is already scheduled and maintained in accordance with previously approved Records Control Schedule items (*including IRS.gov*). See (*Records Control Schedule, RCS*) Document 12990 for approved records disposition instructions. See the following retentions for records related to interactive networking site use records. For records that do not have a previously approved schedule, or do not meet the above criteria, please contact the Office of Records and Information Management (RIM) for retention assistance. See the following disposition instructions for records related to interactive networking site use records.

a. What is the planned retention period for the PII

- Temporary Cut off at end of fiscal year Delete/Destroy 6 months after cutoff
- Other

b. Cite the authority to retain the PII. RCS 17, Item 33, IRS Interactive Networking Site Use Records (*DAA-0058-2013-0003, Pending National Archives and Records Administration approval*)c. Describe where the PII will be stored, who will have access to it, and the purpose. (*Collection, use, retention, and disclosure of personally identifiable information will be limited to what is minimally necessary for the specific purposes for which it was collected, unless specifically authorized or mandated by law*)d. How will the PII be eliminated at the end of the retention period? (*All records housed in the system will be erased or purged from the system at the conclusion of their retention period(s) as required under IRM 1.15.6 Managing Electronic Records*)8. How will the IRS secure the PII that is used, maintained or provided? (*Be specific to ensure the security controls meet Cybersecurity and other Federal security authorities*)

9. List any other privacy risks that may exist, or be inherent in a social networking environment

a. What are the IRS plans to mitigate those risks

IRS does not plan to actively seek PII nor actively seek to connect with users. The IRS does not plan to accept personal users' request to connect or interact on social media sites.

10. Does this social media site use any means to track visitors' activity on the Internet? (Note: the executive owner must ensure that the website is in full compliance with OMB M-10-22 "Guidance for Online Use of Web Measurement and Customization Technologies including #3, "Appropriate Use and Prohibitions") Yes No

a. If yes, indicate means

LinkedIn uses two types of cookies, persistent and session. Users have the option to disable cookies in their web browser.

b. Persistent cookies Yes No

If yes, state authority & provide reason

As stated in LinkedIn's privacy policy, LinkedIn uses persistent cookies once a user has logged in to his or her LinkedIn account. The next time he or she visits the LinkedIn website using the same device, the persistent cookie will enable LinkedIn to recognize him or her as an existing user, so he or she may not need to log in before using LinkedIn's services.

c. Web beacons Yes No

If yes, state authority & provide reason

d. Session cookies Yes No

If yes, state authority & provide reason

As stated in LinkedIn's privacy policy, a session cookie is used to identify a particular visit to the LinkedIn website. Session cookies expire after a short time, or when visitors close their web browser.

e. Other Yes No

If yes, describe, state authority & provide reason

11. Specific purpose of the IRS Use of the Social Media Site (Provide a clear, concise description of the social media site and why it's needed. Explain the benefits to the Mission of the Service)

LinkedIn is a professional networking site with more than 259 million members. The IRS Company Overview will provide static content on the services we provide to taxpayers and tax professionals, including the Return Preparer Office, National Public Liaison, free tax services, etc.

12. Requested operational date

3/1/2014

13. List all System of Records Notices (SORN) that apply (contact _____ to verify SORN listing prior to PIA submission)

Section III - General Requirements

14. Third-Party privacy policies

a. The IRS business owner has examined the third party's privacy policy and has evaluated the risks and has determined whether the social media site is appropriate for the IRS use Yes No

b. The IRS business owner will monitor any changes to the third party's privacy policy and periodically reassess the risks involved Yes No

15. External links

a. The IRS business owner will assure that if they posts a link that leads to a third-party website or any other location that is not part of an official government domain, the agency will provide an alert to the visitor, such as a statement adjacent to the link or a "pop-up" explaining that visitors are being directed to another government website that may have different privacy policies from those of the agency's official website Yes No

16. Embedded applications

a. If the IRS business owner incorporates or embeds a third-party application on its website or any other official government domain, the IRS business owner will 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 No

17. Agency branding

- a. The IRS business owner will follow guidance that suggests that 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 No

18. Information collection

- a. If information is collected through the IRS use of a social media site, the IRS business owner will assure that they collect only the information "necessary for the proper performance of agency functions and which has practical utility." If PII is collected, the agency will collect only the minimum necessary to accomplish a purpose required by statute, regulations, or executive order Yes No

19. Privacy policy notice requirements

- a. The Business Owner of this social media site agrees to maintain an IRS approved Privacy Notice plus links to irs.gov and the IRS Privacy Policy on the front page of the website. This Notice will "stand alone" and not be combined into other background information. See guidance below Yes No

If no, explain the reason why a Privacy Notice is not required

Privacy Notice Guidance

Privacy Notice: This service is controlled and operated by a third party and is not an official government website. By interacting with the IRS through this service, you may be providing non-government third parties access to your personal information. The IRS does not keep or share any personally identifiable information that you provide through this service. The IRS strongly discourages you from providing sensitive personally identifiable information (*such as your social security number or tax account information*) and will delete any comments containing such information without responding

www.irs.gov

[Privacy Policy](#)

Section IV - Other

20. List the names of any other social media sites owned or maintained by the Business Unit, if known. Please provide full names and date of operation

www.twitter.com/IRSnews (2010 to present)

www.facebook.com/IRS (Jan. 2010 to present)

www.youtube.com/user/irsvideos (April 2009 to present)

www.tumblr.com/internalrevenueservice (July 2012 to present)