

Date of Approval: January 21, 2022  
Social Media PCLIA ID Number: 6528

## **SITE DESCRIPTION**

*The full name and acronym for the Social Media site, Third Party Website, or Application.*

Eventbrite, Eventbrite

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

*Is this a new Social Media site?*

Yes

*What type of Social Media site will be used?*

Other

*Please specify:*

Event Management Website

## **GENERAL BUSINESS PURPOSE**

*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.*

IRS Recruitment hosts several public recruitment events throughout the year. Attendees of these events are job seekers, higher-education institutions, and community partners. We have no automated internal registration method (that we are aware of), and manual methods are administratively burdensome and require bandwidth we currently do not have. We need a mechanism like Eventbrite for outreach and registration management, automated list/attendance data and the ability to send email updates to all registered attendees.

*Is the Social Media site operational?*

No

*What is the requested operational date?*

11/2/2021

## **PII DETAILS**

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

Yes

*What PII is likely to become available?*

Name  
Contact Information  
Other

*Please explain:*

email address, phone number

*Will the public be able to respond or interact with comments or questions?*

Yes

*How?*

Eventbrite allows users to communicate with event organizers through their Simple Mail Transfer Protocol (SMTP) email function.

*Will the public need to identify their email address or other address if they request service?*

Yes

## **ABOUT THE SOCIAL MEDIA SITE**

*Does the IRS intend or expect to use the PII?*

Yes

*Explain the detailed business needs and uses for the PII, and how the PII is limited only to that which is relevant and necessary to meet the mission and goals of the IRS.*

The only information that will be used by IRS Recruitment is the individual's name, email and in rare cases phone number. This information will be used for event communication purposes only. (e.g., reminders, updates, future events, outreach, and related job promotion).

*Will the site be used to solicit feedback?*

Yes

*Will the IRS share the PII?*

No

## **SYSTEM OF RECORDS NOTICE**

*Is there a System of Records Notice(s) or 'SORN(s)', that address(es) the PII records in this site?*

Yes

*List the SORN number(s) and the complete name(s) of the SORN*

IRS 00.001 Correspondence Files and Correspondence Control Files

## **RESPONSIBLE PARTIES**

## Official Use Only

## **RECORDS SCHEDULE**

*Will your site interact with the public?*

Yes

*What are the plans to maintain the PII collected, used, or stored?*

PII data will be stored on our secured Share Point library with permissions limited to only IRS employees such as Recruiting Agents, HR Specialists with recruitment roles and supervisors.

*Cite the authority to retain/dispose of the PII.*

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

*Describe where the PII data will be stored, who will have access to it and the purpose.*

PII data will be stored on our secured Share Point library with permissions limited to only IRS employees such as Recruiting Agents, HR Specialists with recruitment roles and supervisors. PII data will be used to email registrants to remind them of events that they registered to attend, inform them of similar events scheduled at future dates, and to provide information about positions.

*How will the PII be eliminated at the end of the retention period?*

The account will be closed, and event information deleted.

## TRACKING

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

Yes

*Indicate how:*

Other

*Statue authority & provide reason.*

In addition to information voluntarily submitted by users, Eventbrite automatically collects certain technical data that is sent from the computer, mobile device and/or browser through which you access the Services (Automatic Data). Automatic Data, includes without limitation, a unique identifier associated with your access device and/or browser (including, for example, your Internet Protocol (IP) address) characteristics about your access device and/or browser, statistics on your activities on the Services, information about how you came to the Services and data collected through Cookies, Pixel Tags, Local Shared Objects, Web Storage, and other similar technologies.

## PRIVACY POLICY

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

Yes

*Is the Social Media site appropriate for IRS use?*

Yes

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

Yes

*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?*

No

*Please explain.*

We have no jurisdiction or control over Eventbrite's content, nor do we have the ability to add links to their page.

*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?*

NA

## **DATA SECURITY**

*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.)*

There will be no PII used, maintained, or provided.

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

Yes

*List the risks:*

There is always a risk of hackers obtaining any online data. Any site or database connected to the internet has vulnerabilities that may be exploited by experienced hackers. Information provided to Eventbrite is done voluntarily with user accepting the Terms of Service upon entering.

*What are the plans to mitigate the risks?*

From Eventbrite: "We take what we believe to be reasonable steps to protect the Personal Data collected via the Services from loss, misuse, unauthorized use, access, inadvertent disclosure, alteration and destruction. However, no network, server, database or Internet or e-mail transmission is ever fully secure or error free. Therefore, you should take special care in deciding what information you send to us electronically."

## **GENERAL REQUIREMENTS**

*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

*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

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

Yes

## **PRIVACY NOTICE**

*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

*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

## **OTHER SITES**

*Are there any other Social Media sites owned or maintained by the Business Unit?*

No

## **CIVIL LIBERTIES**

*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

*Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people?*

No