

Date of Approval: March 26, 2021
Social Media PCLIA ID Number: 5846

SITE DESCRIPTION

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

Facebook 2021, Facebook

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

Is this a new Social Media site?

No

Is there a PCLIA for this Social Media site?

Yes

Enter the full name, acronym and PCLIA ID of the most recent Social Media PCLIA.

Facebook, PCLIA #2795

Enter the approval date of the most recent Social Media PCLIA.

2/13/2018

Indicate what changes occurred to require this update.

Other Changes

Please explain:

no updates, periodic review

What type of Social Media site will be used?

Facebook

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.

Empower and enable all taxpayers to meet their tax obligations through secure and innovative services, tools, and support by providing information to the public about filing season, tax tools, and special initiatives. This is accomplished by sharing IRS content -- text, IRS YouTube videos and graphics -- in the IRS English and Spanish Facebook accounts linking users to specific content on IRS.gov.

Is the Social Media site operational?

Yes

What was the operational date?

8/1/2009

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
Location
Picture
Contact Information
Employer
Education

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

Yes

How?

The vast majority of written comments on the IRS Facebook timeline are automatically hidden from view on the IRS page. However, hashtags and graphic clips are remaining visible until manually hidden by Social Media Branch employees.

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

No

ABOUT THE SOCIAL MEDIA SITE

Does the IRS intend or expect to use the PII?

No

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?

No

TRACKING

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

Yes

Indicate how:

Session Cookies

Statue authority & provide reason.

According to the Facebook Data Use Policy, "We use these technologies to do things like make Facebook easier or faster to use; enable features and store information about you (including on your device or in your browser cache) and your use of Facebook; deliver, understand and improve advertising; monitor and understand the use of our products and services; and, protect you, others and Facebook."

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?

Yes

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

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.)

The IRS Social Media Branch will not solicit, accept or maintain any PII on the IRS Facebook pages other than the Facebook username of persons who post comments on photos on the page. These comments are immediately hidden from view on the IRS page. No PII is collected, used, or stored beyond record retentions requirements outlined by NARA. The service provider Pagefreezer captures and archives all activity on Facebook. The records are

accessible to a limited group of IRS C&L employees for social media management purposes. The records can be requested through the Freedom of Information Act (FOIA) process or other investigations/requests of information.

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

Yes

List the risks:

Although unlikely, Facebook users may inadvertently share PII in their profile or a graphic comment.

What are the plans to mitigate the risks?

Any comments containing PII other than Facebook username are immediately deleted from the page.

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?

Yes

Provide full name(s) of the site and date(s) of operation.

Six Twitter accounts: the oldest since 2009 IRSnews, IRStaxpros, IRSenEspanol, IRStaxsecurity, IRSmallbiz, RecruitmentIRS, Three YouTube accounts, IRsvideos, IRsvideosMultilingua and IRsvideosASL in operation since 2009, LinkedIn Internal Revenue Service since 2012, Instagram since 2018

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