

Date of Approval: May 11, 2020
Social Media PCLIA ID Number: 4348

SITE DESCRIPTION

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

Facebook - <https://www.facebook.com/YourVoiceAtIRS>, 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.

TAS_Facebook_PIA_2016_SIGNED

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

5/23/2016

Indicate what changes occurred to require this update.

Other Changes

Please explain:

No changes

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.

The Taxpayer Advocate Service (TAS) uses its Facebook page to share updates with other users, including taxpayers, tax professionals, media and small businesses. Facebook allows TAS to share timely information, raise awareness of TAS services and mission, and encourage tax compliance.

Is the Social Media site operational?

Yes

What was the operational date?

5/30/2009

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

Picture

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

Yes

How?

The public can send remarks via direct messaging. Those remarks, if warranted, are submitted to the TAS Executive Director of Case Advocacy for response through official TAS communication procedures.

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?

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.

There is no intended or expected use for the PII. TAS does not collect PII through Facebook. TAS does monitor for mentions of TAS that users may post to the social networking site. As such, names, locations and occupations of the individuals may be available. Though it's possible for users to post a comment publicly on TAS's Facebook page that could contain PII, all comments are deleted from the page as soon as TAS is aware of them. The page contains a policy statement posted predominately at the top of the Facebook page that states all comments will be deleted. We are not requesting any information be provided. TAS Customer Service Organization (CSO) doesn't correspond with taxpayers - if a direct message or comment is received that needs some kind of substantive contact, we forward it to the Executive Director Case Advocacy - they will contact the taxpayer, create a case, etc., as appropriate. Any limited message that would be sent back would be to advise their message was forwarded to the Executive Director Case Advocacy for assistance.

Will the site be used to solicit feedback?

No

Will the IRS share the PII?

Yes

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?

TAS does not collect, use or store PII information via Facebook.

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.

TAS does not retain, maintain or store PII from Facebook.

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

TAS does not retain, maintain or store PII from Facebook.

TRACKING

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

Yes

Indicate how:

Persistent Cookies

State authority & provide reason.

The means used by Facebook to track its users are outside of TAS's ability to control. TAS does not have access to this data. TAS does not augment or manipulate tracking done by these outside sites.

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.)

TAS does not retain, maintain or store PII from Facebook. There have been instances where users pose general questions to TAS on Facebook and in some of those instances TAS has responded to them via a private message. But, in such limited instances, TAS does not retain, maintain or store PII.

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

Yes

List the risks:

Its possible Facebook users may reach out to TAS via Facebook and could include PII. If they share this information in a public form, they could include contact information, which would put them at risk of being contacted by other users.

What are the plans to mitigate the risks?

TAS removes comments from the Facebook page as soon as it becomes aware of them. TAS also has a policy statement about deleting comments prominently featured at the top of its Facebook 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 collects 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.

The Taxpayer Advocate Service also maintains active Twitter, LinkedIn, Medium and YouTube profiles.

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