

Date of Approval: August 01, 2019
Social Media PCLIA ID Number: 3945

SITE DESCRIPTION

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

ImproveIRS.org, none

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.

ImproveIRS.org, PIA ID# 1522

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

11/30/2015

Indicate what changes occurred to require this update.

Other Changes

Please explain:

Expiring PCLIA. Requested to transfer to Social Media Template.

What type of Social Media site will be used?

Other

Please specify:

Proprietary Vendor CMS, Redwood

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 web site, www.ImproveIRS.org is the public website of the Taxpayer Advocacy Panel (TAP). This site promotes the activities of TAP and provides an avenue for the public to interact with TAP members. TAP is composed of citizen volunteers from each state who serve a three-year term and generally spend between 300 and 500 hours a year on member activities. The Taxpayer Advocacy Panel (TAP) is a Federal Advisory Committee established in October 2002 under the authority of the U.S. Department of Treasury to improve IRS customer service and satisfaction. The panel offers a unique opportunity for citizens to participate in their government and improve the federal tax administration system. Panel members from every state provide input on IRS's strategic initiatives as well as provide a venue for raising issues identified by citizens. Site is accessible from IRS.gov via multiple links as well as from search engines. The Managed Services Path is oriented toward selection and acceptance of the managed services solution, i.e., outside source (3rd party), intra-business processes, and/or infrastructure (operational) service provider. All necessary requirements have been met in IRM 2.25.2 and 2.25.5. Site does not require a password and eAuthentication does not apply.

Is the Social Media site operational?

Yes

What was the operational date?

1/1/2015

PII DETAILS

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

No

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

Yes

How?

Via suggestion form. Information from tax reform comments is systemically routed directly to an IRS email address and is not stored or maintained by any website or content management system. If PII is received, it is deleted from all comments and not maintained. All comments are received by two IRS employees. No IRS contractors have access to the information. Comments are copied to a spreadsheet and no PII received is carried over from any email received.

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 10.004 Stakeholder Relationship Management and Subject 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?

Requesting customer feedback and comments to improve the tax process - known as tax reform suggestions on ImproveIRS.org. We do not request contact information, SSNs or any other identifying information.

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.

Requesting customer feedback and comments to improve the tax process - known as tax reform suggestions on ImproveIRS.org. We do not request contact information, SSNs or any other identifying information.

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

All documents housed in the ImproveIRS.org site will be erased or purged from the system in accordance with approved retention periods. It is not the official repository for data and documents and does not require National Archives approval to affect data disposition. Any new records generated by the system will be managed according to requirements under IRM 1.15.1 and 1.15.6 and will be destroyed using IRS Records Control Schedules (RCS) 9, and as coordinated with the IRS Records and Information Management (RIM) Program and IRS Records Officer.

TRACKING

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

No

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?

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.)

External source for gathering input and tax suggestions. Specifically state the following above the comment box: Note: Please do not send personal and confidential tax information. TAP does not handle personal tax issues and does not answer tax questions. Providing name and email address are optional. Information from tax reform comments is systemically routed directly to an IRS email address and is not stored or maintained by any website or content management system. If PII is received is received, it is deleted from all comments and not maintained. All comments are received by two IRS employees. No IRS contractors have access to the information. Comments are copied to a spreadsheet and no PII received is carried over from any email received.

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

No

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?

NA

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.

Operational 5+ years TAS International Taxpayer Rights Conference Microsite Taxpayer Advocate Service Tax Toolkit Low Income Taxpayer Clinic Toolkit TAPSpace

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