

Date of Approval: September 09, 2022
Social Media PCLIA ID Number: 7181

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# 3945

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

8/1/2019

Indicate what changes occurred to require this update.

Other Changes

Please explain:

Expiring PCLIA. Requested to create new one.

What type of Social Media site will be used?

Other

Please specify:

ImproveIRS.org

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 website, 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.

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?

Yes

What PII is likely to become available?

Contact Information

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

Yes

How?

Via suggestion forms. Information from tax reform suggestions are systemically routed directly to an IRS group email address and stored in the backend of the site using Gravity Forms accessible only to administrators (TAS staff). If PII is received, it is deleted from all comments and not maintained. All comments are received by designated TAP staff members. No IRS contractors have access to the information.

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.

Individuals have the option to submit their email address to receive a digital newsletter. Informational only, no response solicited. Only emails are captured and stored on the backend of the site accessible only to administrators (TAS Staff).

Will the site be used to solicit feedback?

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 via suggestion form to improve the tax process - known as tax reform suggestions on ImproveIRS.org. We do not request contact information (email) unless a user wants a response.

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.

Emails provided will be stored on the backend of our site accessible only to administrators (TAS Staff). The purpose is to contact users to expand on their suggestions or provide them a digital newsletter (if they opted in).

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

Solicited PII will be held indefinitely. All unsolicited PII housed in the ImproveIRS.org site will be erased or purged from the system immediately upon discovery by an administrator.

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: "To protect your privacy, do not include any personal and confidential tax information (e.g., your social security number, phone number)". 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 for awareness. If PII is received, it is deleted from all comments and not maintained. All comments are received by designated TAP staff members. No IRS contractors have access to the information. Comments are copied to a spreadsheet for tracking 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 7+ years: Taxpayer Advocate Service Website, 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