

Date of Approval: February 5, 2021
Social Media PCLIA ID Number: 5563

SITE DESCRIPTION

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

LinkedIn 2020, N/A

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.

LinkedIn, PCLIA #2246

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

9/19/2017

Indicate what changes occurred to require this update.

Other Changes

Please explain:

PIA three year expiration needs update.

What type of Social Media site will be used?

LinkedIn

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.

LinkedIn is a professional networking site with more than 400 million members. The IRS Company Overview will provide static content on the services we provide to taxpayers and tax professionals, including the Return Preparer Office, National Public Liaison, free tax services, etc.

Is the Social Media site operational?

Yes

What was the operational date?

3/1/2014

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
Employer
Education

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

Yes

How?

The public may choose to comment on IRS posts. IRS will not respond to comments.

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:

Persistent Cookies

State authority & provide reason.

A persistent cookie helps us recognize you as an existing user, so it's easier to return to LinkedIn or interact with our services without signing in again. After you sign in, a persistent cookie stays in your browser and will be read by LinkedIn when you return to one of our sites or a partner site that uses our services (for example, our sharing or job application buttons). <https://www.linkedin.com/legal/cookie-policy>

Session Cookies

Statue authority & provide reason.

Session cookies only last for as long as the session (usually the current visit to a website or a browser session). <https://www.linkedin.com/legal/cookie-policy>

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?

N/A

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.)

IRS will not share or collect PII via LinkedIn.

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

Yes

List the risks:

Taxpayers may share PII as a comment on a LinkedIn post.

What are the plans to mitigate the risks?

IRS repeatedly cautions taxpayers not to share PII over social media channel and monitors comments to hide potential risks whenever possible -- for example if a taxpayer attempts to post her SSN as a comment.

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"?

N/A

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?

N/A

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.

www.twitter.com/IRSnews (2010 to present) www.facebook.com/IRS (Jan. 2010 to present)
www.youtube.com/user/irsvideos (April 2009 to present) www.instagram.com/irsnews (Nov.
2018 to present)

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