

Date of Approval: 03/20/2026
Questionnaire Number: 2863

Basic Information/Executive Summary

What is the name of your project (system, database, pilot, product, survey, social media site, etc.)?

Taxpayer Advocate Service, LinkedIn, www.linkedin.comcompanytaxpayer-advocate-service

Business Unit

Taxpayer Advocate Service

Preparer

For Official Use Only

Subject Matter Expert

For Official Use Only

Program Manager

For Official Use Only

Designated Executive Representative

For Official Use Only

Executive Sponsor

For Official Use Only

Executive Summary: Provide a clear and concise description of your project and how it will allow the IRS to achieve its mission.

This social media project is to educate the public on the purpose and services that are provided by the Taxpayer Advocate Service. The name of this social media project is called LinkedIn, which is owned and operated by Taxpayer Advocate Services. LinkedIn will benefit the Internal Revenue Service (IRS) by allowing Taxpayer Advocate Service to communicate key messages through a widely distributed social media channel. LinkedIn provides a unique platform already being utilized within government to speak to a broad range of engaged citizens. Users of this project will only be individuals authorized by Taxpayer Advocate Service.

Personally Identifiable Information (PII)

Will this project use, collect, receive, display, store, maintain, or disseminate any type of Sensitive but Unclassified (SBU), Personally Identifiable Information (PII), or Federal Tax Information (FTI)?

Yes

Please explain in detail how this project uses sensitive data from inception to destruction (data lifecycle).

Social media platforms use a number of different personally identifiable information details to identify real persons and not robots or artificial intelligence created accounts. The IRS does not store any of this information and thus does not use it. TAS does not intend to use PII.

Please select all types of Sensitive but Unclassified data (SBU)/Personally Identifiable Information (PII)/Federal Tax Information (FTI) that this project uses.

Name

Photograph

Cite the authority for collecting SBU/PII/FTI (including SSN if relevant).

PII for federal tax administration - generally IRC Sections 6001 6011 or 6012

Product Information (Questions)

1 Is this a new social media site?

No

1.1 Is there a PCLIA for this social media site?

Yes

1.11 What is the PCLIA number of the most recent approved PCLIA for this social media site?

7596

1.12 What are the changes and why?

None

2 What is the URL to the social media site?

<https://www.linkedin.com/company/2497458>

3 What social media site is this hosted on?

LinkedIn

4 Will a person's email address likely become available through the use of this social media site?

No

5 If the site is operational, please specify the operational date. If the site is not operational, please specify the requested operational date.

01/01/2014

6 If the public will be able to respond to or interact with comments or questions, how will the public be able to respond? Will the public need to identify their email address or other address if they request service?

Users can leave comments; however, comments can be removed by TAS. They will not need to identify their email address; it will be username used on their LinkedIn profile.

7 Is there another IRS site (irs.gov, taxpayeradvocate.irs.gov) where the taxpayer can achieve the same results?

No

8 If the IRS intends or expects to use the PII, please 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.

We do not intend/expect to use PII.

9 If the site will be used to solicit feedback, please explain how and with whom will the PII be shared?

It will not be used to solicit feedback.

10 Are there plans to maintain the PII collected, used or stored? If not, please explain the mitigation plan to remove it.

TAS does not intend to collect, use or store PII.

11 RCS 17, Item 34 is for IRS Interactive Networking Site Use Records. Is this the authority that will be used to retain or dispose of the PII data?

Yes

12 GRS 3.1 Item 012 is for special purpose computer programs and applications. Is this the authority that will be used to retain or dispose of the PII data?

Yes

14 Describe where the PII data will be stored and who will have access to it.

No PII will be stored.

15 If this site uses any means to track visitors' activities (persistent cookies, session cookies, web beacons, etc.) on the internet, please explain the type of tracking and the reason for its use.

From the LinkedIn site: We use two types: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to LinkedIn 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 the site. Session cookies only last for as long as the session (usually the current visit to a web site or a browser session).

16 Has the IRS business owner examined the social media site's privacy policy and evaluated risks?

Yes

17 Will the IRS business owner monitor any changes to the third party's privacy policy and periodically assess the risks involved?

Yes

19 How 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 (specified by OMB M-10-23) when the application of the third-party is embedded?

TAS will follow the guidance as outlines in OMB M-10-23.

20 Will the IRS business owner 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

21 Will a link to irs.gov and the IRS Privacy Policy be placed on the front page of the website and does the business owner agree to maintain an IRS approved privacy notice that will "stand alone" and not be combined into other background information. If no, please explain why a Privacy Notice is not required.

Yes

22 If there are other social media sites owned or maintained by the business unit, please provide the full name(s) of the site(s) and date(s) of operation.

The Taxpayer Advocate Service also maintains active: X- 06/01/2009 Facebook- 05/30/2009 YouTube - 04/08/2008 Instagram - 01/2026

23 Does the social media site maintain records describing how an individual exercises rights guaranteed by the First Amendment?

No

Interfaces

Interface Type

Other Organization

Agency Name

LinkedIn

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Other

Other Transfer Method

Comments from users

Systems of Records Notices (SORNs)

SORN Number & Name

IRS 00.001 - Correspondence Files and Correspondence Control Files

Describe the IRS use and relevance of this SORN.

No personal records or identifiable information is collected through the Taxpayer Advocate Service

Records Retention

What is the Record Schedule System?

General Record Schedule (GRS)

What is the retention series title?

6.4 Public Affairs Records

What is the GRS/RCS Item Number?

Item 020

What type of Records is this for?

Electronic

Please provide a brief description of the chosen GRS or RCS item.

Public correspondence and communications not requiring formal action. Records related to correspondence and communications, including comments, to and from the public that require no formal response or action. Includes: Comments posted by the public on an agency website that do not require response or that the agency does not collect for further use Communications from the public that the agency responds to but takes no formal action on Agency postings on social media accounts and email blasts that consist of

information released or captured elsewhere, provided the agency also captures the posting

What is the disposition schedule?

Temporary. Destroy when 90 days old, but longer retention is authorized if required for business use.

Data Locations

What type of site is this?

System

What is the name of the System?

LinkedIn

What is the sensitivity of the System?

Sensitive But Unclassified (SBU)

What is the URL of the item, if applicable?

www.linkedin.com/company/taxpayer-advocate-service/

Please provide a brief description of the System.

Social Media networking site