

Date of Approval: May 11, 2020
Social Media PCLIA ID Number: 4350

SITE DESCRIPTION

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

Medium - <https://medium.com/@YourVoiceAtIRS>, Medium

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.

Medium, TAS

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

3/7/2016

Indicate what changes occurred to require this update.

Other Changes

Please explain:

3 year expiration

What type of Social Media site will be used?

Other

Please specify:

Medium - <https://medium.com/@YourVoiceAtIRS>

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.

To educate the public on the purpose and services that are provided by the Taxpayer Advocate Service and communicate key messages through a widely distributed social media channel. Medium provides a unique platform already being utilized within government (White House, OPM, etc.) to speak to a broad range of engaged citizens.

Is the Social Media site operational?

Yes

What was the operational date?

1/22/2016

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

Other

Please explain:

Any PII the user chooses to put in their profile or public posts.

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

Yes

How?

Medium requires users to have a registered account to provide comments on any posted article. Any unsolicited PII would come via this method, please refer to question 20.a.2. for mitigation plan. Also, looking back to inception of TAS presence in this platform, there is very little direct interaction from the public on our articles, they're mainly informational.

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?

Yes

What are the plans to maintain the PII collected, used, or stored?

TAS will monitor and tag all posts so we will know when comments are made. If any information is PII, we will go to a Medium administrator and request immediate removal.

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.

N/A - TAS has no desire to retain or maintain PII.

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

N/A - TAS has no desire to retain or maintain PII.

TRACKING

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

Yes

Indicate how:

Other

Statue authority & provide reason.

From the Medium website: We collect information about what Medium pages you access or visit, information about your mobile device (such as device or browser type), information volunteered by you (such as through registration), the URLs of websites that referred you to us, and e-mail addresses of those who communicate with us via email. When you log into Medium Services or load a web page from Medium Services, we collect and store your Internet Protocol address. We may use this information to fight spam, malware, and identity theft; to personalize Medium Services for you; or to generate aggregate, non-identifying information about how people use Medium Services.

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.)

N/A - TAS has no desire to retain or maintain PII.

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

Yes

List the risks:

The only risk identified is the ability for a Medium account holder to comment on a TAS post and provide unsolicited PII.

What are the plans to mitigate the risks?

TAS has no desire to retain or maintain PII. TAS will monitor and tag all posts so we will know when comments are made. If any information is PII, we will go to a Medium administrator and request immediate removal.

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?

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.

YouTube, Facebook, Twitter, LinkedIn (all have been authorized by IRS for use).

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