

Date of Approval: October 14, 2021  
Social Media PCLIA ID Number: 6462

## SITE DESCRIPTION

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

IRS Nationwide Tax Forums (NTF) - LinkedIn-2021, NTF

***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.*

IRS Nationwide Tax Forums - LinkedIn

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

9/21/2018

*Indicate what changes occurred to require this update.*

Other Changes

*Please explain:*

It's required that the PIA is updated at least every 3 years.

*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.*

The purpose of the IRS Nationwide Tax Forums page on LinkedIn is to provide National Public Liaison (NPL) with branding and advertising with users, including a substantial population of the tax professional community. Information regarding the Tax Forums, including reminders and time-sensitive updates, are shared on the page as an additional avenue to reach the 11,000 + annual attendees to the tax forums. These Forums provide Continuing Education credits for attendees.

*Is the Social Media site operational?*

Yes

*What was the operational date?*

3/1/2012

## 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  
Contact Information  
Employer  
Education  
Other

*Please explain:*

Relationship status, activities, and interest

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

Yes

*How?*

The public will be able to respond to IRS posts by "liking" a post or posting a comment of their own. In addition, users may also share IRS posts with their individual network of friends. The public will not be able to initiate their own discussions. Members of the public may also send private messages to the group admins for response.

*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

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?*

Any comments containing PII other than username is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

*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.*

LinkedIn use "like" and comment data is stored on the LinkedIn group page. Private messages may only be read by group administrators, who are NPL employees. Digital copies/screenshots will be stored on the branch SharePoint site. NPL staff are the only ones who will have access to these records for records retention purposes.

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

Any comments containing PII other than username is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone. Records stored on branch SharePoint site will be deleted/destroyed as per the RCS authority above on an annual basis.

## **TRACKING**

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

Yes

*Indicate how:*

Session Cookies

*Statue authority & provide reason.*

LinkedIn uses session cookies to allow advertisers to track Internet activity of users and provide relevant ads within the page.

## **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.)*

Any comments containing PII other than username is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

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

Yes

*List the risks:*

Users may inadvertently post PII in a comment.

*What are the plans to mitigate the risks?*

Any comments containing PII other than username is immediately removed from the page and the user is directed to contact the IRS NTF Staff through secure email or phone.

## 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?*

Yes

## 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.*

IRS Nationwide Tax Forums Facebook page, July 13, 2009

## **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