

Date of Approval: August 01, 2019  
Social Media PCLIA ID Number: 3938

## SITE DESCRIPTION

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

Taxpayer Advocate Service Tax Toolkit, TTK

***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.*

Taxpayer Advocate Service Tax Toolkit, TTK, PIA #1259

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

12/18/2015

*Indicate what changes occurred to require this update.*

Other Changes

*Please explain:*

Expiring PCLIA. Requested to transfer to this Social Media Template.

*What type of Social Media site will be used?*

Other

*Please specify:*

Microsoft Orchard CMS

## **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 Tax Toolkit (TTK), was revamped and debuted in January 2015. This responsive site is the primary destination for information about TAS. The site contains detailed information on the Taxpayer Bill of Rights. The site is structured around search to get visitors information quickly. The site contains videos, a "Suggestion Box" to provide input to the National Taxpayer Advocate, and links to the TAS social media sites. It is available to taxpayers in English and also has limited information in Spanish. If a taxpayer submits a comment/suggestion, it is not housed anywhere within the content management system and is sent directly to an IRS email address for review. After the information is received, if the taxpayer has submitted any PII (which we specifically request that they do not do), the comments are stripped of that information and just the suggestion is rolled up on a SharePoint (SP) site. If we were then to retrieve information, it would be a search based on a topic or comment, and no other information (such as name, email, etc.). The sites with passwords are for a specified audience and have controlled access. This includes the Low Income Taxpayer Clinic (LITC) Toolkit (LTK) and TAPSpace. The LTK is for LITC grant recipients only to obtain grant information and requirements. TAPSpace is for the volunteer members that are part of the Taxpayer Advocate Panel. The information on this site is limited by password to those members and contains working documents and process information to help improve the IRS. The sites use a single password leveraged by all members and eAuthentication does not apply. None of these sites contain PII. The sites have a privacy policy posted on them, but links do not pop up when an external resource is leveraged.

*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?*

No

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

Yes

*How?*

Via suggestion form. Information from tax reform comments is systemically routed directly to an IRS email address and is not stored or maintained by any website or content management system. If PII is received, it is deleted from all comments and not maintained. All comments are received by two IRS employees. No IRS contractors have access to the information. Comments are copied to a spreadsheet and no PII received is carried over from any email received.

*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?*

No

*Explain why the Social Media site does not have a SORN.*

Records not retrieved by individual identifier.

## **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?*

Site is open to the public as read-only. There is a suggestion form as mentioned previously, but no authentication from the users are required.

*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.*

The vendor that has established the site has set the tax reform suggestions to be emailed directly to the IRS and they do not maintain or store any content on their servers.

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

N/A. PII not collected or stored.

## **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.)*

Requesting customer feedback and comments to improve the tax process - known as tax reform suggestions on the Tax Toolkit. We do not request contact information, SSN's or any other identifying information. Sites does not gather information. Information from tax reform comments is systemically routed directly to an IRS email address and is not stored or maintained by any website or content management system. If PII is received via email, it is deleted from all comments and not maintained. All comments are received by two IRS employees. No IRS contractors have access to the information. Comments are copied to a spreadsheet 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 collects 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.*

Operational 3+ years TAPSpace.org Low Income Taxpayer Clinic Toolkit ImproveIRS.org  
TAS International Taxpayer Rights Conference Microsite

## **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