

Date of Approval: September 28, 2022
Social Media PCLIA ID Number: 7272

SITE DESCRIPTION

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

YouTube, YouTube

Note: the remaining questions will be simplified to Social Media site (vs. Third Party Website or Application)

Is this a new Social Media site?

Yes

What type of Social Media site will be used?

YouTube

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 CI's YouTube page is to house all of its Service wide Video Editorial Board (SVEB) approved videos. In the past two years, Criminal Investigation (CI) has created a number of both internal and external videos used for social media but there isn't a platform to keep the collection of the videos. As a law enforcement agency, it's important that any CI videos be kept separate from main IRS videos as both our audiences and messages vary. As seen in recent news, there is often confusion about the civil and criminal sides of the IRS. Keeping the videos separate will help reinforce that distinction. This YouTube page will also be used for special agent recruiting videos. The account will raise awareness of overall IRS compliance activities and recruiting. The account will enhance CI's current communications and expand on our already existing social media presence as well as support broader IRS communications goals overseen by Communications and Liaison (C&L). This account is intended for information sharing only. IRS-CI will not collect/share taxpayer information or answer any messages. In order to report tax fraud/crimes or communicate with IRS-CI in general, taxpayers will have to do so through the appropriate channel as stipulated on IRS.gov. YouTube is a video sharing social media platform. As with CI's other social media accounts (Twitter/LinkedIn), the agency will not be engaging with taxpayers. The sole purpose of this account is to maintain and share all CI videos from a single account.

Is the Social Media site operational?

No

What is the requested operational date?

9/21/2022

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?

No

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:

Other

Statue authority & provide reason:

YouTube uses cookies, log data and widget data to track users' activity. YouTube supports the 'Do no track' option available to users who set up that option in their individual browsers.

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.)

All comments will be disabled in the YouTube account. This account is intended only for the dissemination of IRS-CI information and not any other purpose.

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

Yes

List the risks:

Users may inadvertently include PII in posts they share. In this case, posts will be disabled.

What are the plans to mitigate the risks?

Posts will be disabled.

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"?

NA

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?

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.

LinkedIn: IRS Criminal Investigation / October 2021 - present Twitter: @IRS_CI / March 2020 - 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