

Date of Approval: 08/07/2025
Questionnaire Number: 2518

Basic Information/Executive Summary

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

YouTube IRS Criminal Investigation @IRS_CI

Business Unit

Criminal Investigation

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.

Current PCLIA: #7272 YouTube @IRS_CI there are no changes to this social media platform. It is only being submitted because the office received notification that the current PCLIA was going to expire in Sept. The currently approved PCLIA was complete in 2022. The CI Office of Communication social media specialist will have direct access to the YouTube data for the agency. For over four years, IRS-CI has had a national YouTube. However, with 19 field offices across the country and 12 attaché posts around the world, IRS-CI uses field office communicators to disseminate information at the local level. The business purpose of the account is to disseminate CI-specific information and raise awareness of overall IRS compliance activities. The account will enhance CI's current communications and fill an existing need for social media and content creation/distribution. Using this social media site will help inform taxpayers of the consequences of not properly paying in the tax system.

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).

Information used on social media is derived from publicly available case information. The agency does not maintain the data on an agency platform. The social media platform maintains data if the user submits the data. The agency does not ask for the data, nor does the agency require it. The agency will not actively use, collect, display, store, maintain, or disseminate any type of SBU, PII, or FTI but the agency can't stop a user from adding that information to the social media platform. It is why YES was selected above.

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?

7272

1.12 What are the changes and why?

PCLIA is close to expiring.

2 What is the URL to the social media site?

https://www.youtube.com/@IRS_CI

3 What social media site is this hosted on?

YouTube

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

Yes

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

Yes

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?

YouTube users can reply to IRS-CI posts with their own additional comments as long as the entire post falls within the character limit. YouTube users can initiate comments and mentions @ IRS_CI. IRS social media policy does not permit YouTube channel managers to respond to replies or mentions so there is no two-way communication.

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.

No

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

Feedback will not be solicited.

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

PII will not be collected, used, or stored. It will be removed if posted by a user.

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?

No

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?

No

13 If there is another authority that will be used to retain or dispose of the PII data, please explain the other authority.

No

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

PII will not 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.

No tracking will be used.

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

18 If the agency does not provide a pop-up alert to the visitor explaining that they are being directed to an external third-party website that may have different policies (not an official government domain), please explain why.

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?

This site is a direct access not involving an IRS system, but the statement is on the main page.

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.

LinkedIn: IRS Criminal Investigation IRS_CI Sept 2022 X: IRS Criminal Investigation IRS_CI Sept 2022

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

YouTube

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.

Public information is not distributed or solicited. Public is available to make comments. Comments within YouTube are monitored but remain unaltered.

Records Retention

What is the Record Schedule System?

General Record Schedule (GRS)

What is the retention series title?

Public affairs record

What is the GRS/RCS Item Number?

6.4/020

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

What is the disposition schedule?

Temporary 90 days

Data Locations

What type of site is this?

Environment

What is the name of the Environment?

YouTube - Social Media

What is the URL of the item, if applicable?

https://www.youtube.com/@IRS_CI

Please provide a brief description of the Environment.

Social media platform that hosts IRS-CI videos.