

Social Media PCLIA Report

Date of Approval: February 13, 2018

Survey PCLIA ID Number: 2795

A. Site Description

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

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

2. Is this a new Social Media site? No

2.b. If no, is there a PCLIA for this Social Media site? Yes

2.b.1. If yes, enter the full name, acronym and PCLIA ID of the most recent Social Media PCLIA. Facebook

2.b.2. If yes, enter the approval date of the most recent Social Media PCLIA. 8/1/2014

2.b.3. If yes, indicate which of the following changes occurred to require this update. (Check all that apply)

No : Addition of PII

No : Conversions

No : Anonymous to Non-Anonymous

No : Significant System Management Changes

No : Significant Merging with Another System

No : New Access by IRS Employees or the Public

No : Addition of Commercial Data or Resources

No : New Interagency Use

No : Internal Flow or Collection

Yes : Other

2.b.3.a. Please explain the other changes no updates, periodic review

3. What type of Social Media site will be used? (Facebook, YouTube, Twitter, LinkedIn, Other) Facebook

A.1 General Business Purpose

4. 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. Empower and enable all taxpayers to meet their tax obligations through secure and innovative services, tools, and support by providing information to the public about filing season, tax tools, and special initiatives. This is accomplished by sharing IRS YouTube videos and graphics linking users to specific content on IRS.gov.

5. Is the Social Media site operational? Yes

5.a. If yes, what is the operational date? 8/1/2009

B. PII Details

6. Will Personally Identifiable Information (PII) become available to the IRS through public use of this Social Media site? Yes

6.a. If yes, check all the (PII) that is likely to become available

Yes : Name
Yes : Location
Yes : Picture
Yes : Contact Information
Yes : Employer
Yes : Education
No : Other

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

7.a. If yes, how? While Facebook users are not permitted to post comments or questions on the IRS Facebook timeline, they are able to post comments to photos that are loaded on the site. Currently, the IRS logo and the cover photo of the main IRS building are the only photos posted on the site. When a Facebook user comments on a photo, the page administrators are notified within the Facebook app and via email. The comment is immediately hidden from view on the IRS page, and the content of the comment is archived in an Excel spreadsheet. PII (the user name) is removed from the archived comment. After a period of six months, the comment is deleted from Facebook and the archived comments are deleted according to the records schedule explained in question 7.

8. Will the public need to identify their email address or other address if they request service? No

B.1 About the Social Media Site

9. Does the IRS intend or expect to use the PII? No

10. Will the IRS share the PII? No

C. Privacy Act & System of Records Notice

11. Is there a System of Records Notice(s) or SORN(s) that addresses the PII records in this site? Yes

If yes, enter the SORN number(s) and the complete name of the SORN(s)

SORNS Number	SORNS Name
00.001	Treasury/IRS 00.001 Correspondence

D. Responsible Parties

12. Identify the individuals for the following Social Media site roles: (System Owner = Social Media Website Owner or Executive) ## Official Use Only

I.1 Records Schedule

13. Will your site interact with the public? No

O. Tracking

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

14.a. If yes, indicate how.

Yes Session Cookies

14.a.3. If selected, state authority & provide reason. According to the Facebook Data Use Policy, "We use these technologies to do things like make Facebook easier or faster to use; enable features and store information about you (including on your device or in your browser cache) and your use of Facebook; deliver, understand and improve advertising; monitor and understand the use of our products and services; and, protect you, others and Facebook."

P. Privacy Policy

15. Has the IRS Business Owner examined the Third Party's Privacy Policy and evaluated risks? Yes

15.a If yes, is the Social Media site appropriate for IRS use? Yes

16. Will the IRS Business Owner monitor any changes to the Third Party's Privacy Policy and periodically assess the risks involved? Yes

17. 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

17.b. If no, please explain.

18. 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

P.1 Data Security

19. 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.) The IRS Social Media Branch will not solicit, accept or maintain any PII on the IRS Facebook pages other than the Facebook user name of persons who post comments on photos on the page. These comments are immediately hidden from view on the IRS page, and the content of the comment (with user name removed) is archived in an Excel spreadsheet. These archives are maintained in six-month increments (October-March, April-September), then destroyed six months after the archive is cut off.

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

20.a.1. If yes, list the risks. Facebook users may inadvertently post PII in a comment

20.a.2. If yes, what are the plans to mitigate the risks? Any comments containing PII other than Facebook user name are immediately deleted from the page.

Q. General Requirements

21. 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

22. 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

23. 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

R. Privacy Notice

24. 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

25. 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

K. Other Sites

26. Are there any other Social Media sites owned or maintained by the Business Unit? Yes

26.a. If yes, provide full name(s) of the site and date(s) of operation. Three Twitter accounts in operation since 2012: @IRSnews, @IRStaxpros and @IRSEnEspañol One Tumblr page (internalrevenueservice.tumblr.com) in operation since 2012 Three YouTube accounts (IRS Videos, IRS Multilingual and IRS ASL) in operation since 2009

M. Civil Liberties

27. 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

28. Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people? No

End of Report
