Date of Submission: November 3, 2015   PIA ID Number: **1479**

A. SYSTEM DESCRIPTION

1. Enter the full name and acronym for the system, project, application and/or database. IRS Marketing Express, IME

2. Is this a new system? No

> 2a. If **no**, is there a PIA for this system?   Yes
>
> > If **yes**, enter the full name, acronym, PIA ID Number and milestone of the most recent PIA.
> >
> > Marketing Express Tool
> >
> > Next, enter the **date** of the most recent PIA.   1/11/2009
> >
> > 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 Members of the Public |
> > | No | Addition of Commercial Data / Sources |
> > | No | New Interagency Use |
> > | No | Internal Flow or Collection |
> >
> > Were there other system changes not listed above?   No

3. Check the current ELC (Enterprise Life Cycle) Milestones (select all that apply)

No	Vision & Strategy/Milestone 0
No	Project Initiation/Milestone 1
No	Domain Architecture/Milestone 2
No	Preliminary Design/Milestone 3
No	Detailed Design/Milestone 4A
No	System Development/Milestone 4B
No	System Deployment/Milestone 5
Yes	Operations & Maintenance (i.e., system is currently operational)

4. Is this a Federal Information Security Management Act (FISMA) reportable system?   No

A.1 General Business Purpose

5. What is the general business purpose of this system? Provide a clear, concise description of the system, application or database, the reason for the system, and the benefits to the IRS to use the information, and how the information will be used.

The Marketing Express tool is a web-based photo and message library to produce turnkey and customizable communication products based on the EITC marketing campaign and other filing season marketing materials. We received an approval for a similar system in January 2007 and again in 2012 and are now using the same contractor that services the irs.gov platform. The IRS Marketing Express application will allow IRS personnel and designated business partners to quickly and easily produce versions of prints ads and other marketing materials, with a high degree of accuracy and consistency. There will be two types of users on the system: General User: These users will access the application through a username/password combination. All general users will have the ability to generate and edit ads, and submit ads for approval. A small number of ads / brochures will be available as is without an approval requirement. Once ads are approved, final PDF's can be downloaded for use. The base user universe will include representatives from more than 300 SPEC coalitions and a limited number of tax practitioners. IRS Content Managers: These users will access the application through a username/password combination. All content managers will have the ability to approve ads submitted by general users, and generate and edit ads. These users will also have access to Marketing Express reporting features. Data in the System – Marketing Express tool All information in the electronic toolkits will be used for outreach efforts only. General public users will not have access to the content to make changes. Changes to content can only be approved by authorized IRS personnel.

B. PII DETAIL

6. Does the system use, collect, receive, display, store, maintain, or disseminate IR Code 6103 taxpayer information; or any type of Sensitive but Unclassified (SBU) or Personally Identifiable Information (PII)? Yes

    6a. If **yes**, does the system use, collect, receive, display, store, maintain, or disseminate Social Security Numbers (SSN s) or tax identification numbers (i.e. last 4 digits, etc.)? No

        If **yes**, check who the SSN (or tax identification number) is collected on.

No	On Primary	No	On Spouse	No	On Dependent

        If **yes**, check all types SSN s (or tax identification numbers) that apply to this system:

No	Social Security Number (SSN)
No	Employer Identification Number (EIN)
No	Individual Taxpayer Identification Number (ITIN)
No	Taxpayer Identification Number for Pending U.S. Adoptions (ATIN)
No	Practitioner Tax Identification Number (PTIN)

    6b. Does this system contain other (non-SSN) PII that it uses, collects, receives, displays, stores, maintains, or disseminates? (i.e. Names, addresses, etc.) Yes

        If **yes**, specify the information.

Selected	PII Element	On Primary	On Spouse	On Dependent
No	Name	No	No	No
No	Mailing address	No	No	No
No	Phone Numbers	No	No	No
Yes	E-mail Address	No	No	No
No	Date of Birth	No	No	No
No	Place of Birth	No	No	No

No	SEID	No	No	No
No	Mother's Maiden Name	No	No	No
No	Protection Personal Identification Numbers (IP PIN)	No	No	No
No	Internet Protocol Address (IP Address)	No	No	No
No	Criminal History	No	No	No
No	Medical Information	No	No	No
No	Certificate or License Numbers	No	No	No
No	Vehicle Identifiers	No	No	No
No	Passport Number	No	No	No
No	Alien (A-) Number	No	No	No
No	Financial Account Numbers	No	No	No
No	Photographic Identifiers	No	No	No
No	Biometric Identifiers	No	No	No
No	Employment (HR) Information	No	No	No
No	Tax Account Information	No	No	No

6c. Does this system contain SBU information that is not PII, it uses, collects, receives, displays, stores, maintains, or disseminates?   No

6d. Are there other types of SBU/PII used in the system?   No

6e. Cite the authority for collecting SBU/PII (including SSN if relevant)

No	PII for federal tax administration is generally Internal Revenue Code Sections 6001, 6011, 6012e(a
No	SSN for tax returns and return information is Internal Revenue Code Section 6109
No	SSN for personnel administration (IRS Employees) is 5 USC & Executive Order 9397
No	PII for personnel administration is 5 USC
No	PII about individuals for Bank Secrecy Act compliance 31 USC
No	Information by CI for certain money laundering cases may be 18 USC

6f. Has the authority been verified with the system owner?   Yes

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B.1 BUSINESS NEEDS AND ACCURACY

7. Explain the detailed business needs and uses for the SBU/PII, and how the SBU/PII is limited only to that which is relevant and necessary to meet the mission requirements of the system. If SSNs (or tax identification numbers) are used, explicitly explain why use of SSNs meets this criteria. Be specific.

Purpose of the Electronic Toolkits: Various web-based electronic toolkits are needed in our outreach efforts. These toolkits include enhanced software such as flash that cannot be placed on IRS systems. IRS operating divisions and functional organizations use the toolkits to support their communications, marketing, outreach and education business goals, and will act as supplements to IRS.gov. Generally, an online toolkit includes easy to understand communications and marketing materials such as animated ads, stories, videos, photos, key messages and related materials. The toolkits also provide information in other languages. The toolkits are used by tax practitioners, outreach partners, non-profit organizations and the press although access to view the information is for the general public. Data in the System –Marketing Express tool All information in the

electronic toolkits will be used for outreach efforts only. General public users will not have access to the content to make changes. Changes to content can only be approved by authorized IRS personnel.

8. How is the SBU/PII verified for accuracy, timeliness, and completeness? Explain how steps are taken to ensure that all information maintained by the system that is used by IRS to make any adverse determination about an individual's rights, benefits, and/or privileges is maintained with such accuracy, relevance, timeliness, and completeness as is reasonably necessary to assure fairness to the individual in the determination

Timelines The Marketing Express tool and the electronic toolkits are needed to provide information to the public for the tax filing season. Our SPEC partners need to use the marketing express tool to prepare for the tax filing season.

C. PRIVACY ACT AND SYSTEM OF RECORDS

9. Are 10 or more records containing SBU/PII maintained, stored, and/or transmitted by or through this system?   No

D. RESPONSIBLE PARTIES

10. Identify the individuals for the following system roles. N/A

E. INCOMING PII INTERFACES

11. Does the system receive SBU/PII from other system or agencies?   No

F. PII SENT TO EXTERNAL ORGANIZATIONS

12. Does this system disseminate SBU/PII?   No

G. PRIVACY SENSITIVE TECHNOLOGY

13. Does this system use social media channels?   No

14. Does this system use privacy-sensitive technologies such as mobile, cloud, global position system (GPS), biometrics, RFID, etc.?   No

15. Does the system use cloud computing?   No

16.   Does this system/application interact with the public?   Yes

16a. If **yes**, was (or will) an electronic risk assessment (e-RA) conducted on the system/application?   Yes

If **yes**, what was the approved level of authentication?

<u>Level 4: Very High confidence in the asserted identity's validity.</u>

H. INDIVIDUAL NOTICE AND CONSENT

17. Was/is notice provided to the individual prior to collection of information?   <u>Yes</u>

17a. If **yes**, how is notice provided? Was the individual notified about the authority to collect the information, whether such is mandatory or voluntary, the purpose for which the information will be used, with whom the information may be shared, and the effects, if any, if they decide not to provide any of the requested information?
<u>The user will enter a password which will provide him or her access to the Marketing Express tool. If the user wishes to use a standardized marketing product, he or she can download that product. If the user wishes to tailor a marketing product to a specific target market, the user will enter the proposed language which will then be approved by an IRS employee. Users will not have access to any personal information but their own. The system contains no other data or information related to an individual or organization. A. The system contains only information about authorized users. These may be IRS partners (identified by name, address and phone number) B. The system contains only information about authorized users. These may be IRS employees identified by name, phone number and email address. C. Each object in the system has a 'history' record that notes times and if field-level changes were made. Employee logins are not recorded D. The system contains no other data or information related to an individual or organization. E. Due Process is provided pursuant to 5 USC.</u>

18. Do individuals have the opportunity to decline from providing information and/or from consenting to particular uses of the information?   <u>Yes</u>

18a. If **yes**, describe the mechanism by which individuals indicate their consent choice(s):
<u>The user will enter a password which will provide him or her access to the Marketing Express tool. If the user wishes to use a standardized marketing product, he or she can download that product. If the user wishes to tailor a marketing product to a specific target market, the user will enter the proposed language which will then be approved by an IRS employee. Users will not have access to any personal information but their own. Due Process is provided pursuant to 5 USC.</u>

19. How does the system or business process ensure due process regarding information access, correction and redress?
<u>The IRS system administrator will be able to retrieve identifiable information about users of the system. The users themselves will only be able to retrieve marketing products available in the system. Providing identifying data is optional and only needed if the user wants to customize an item within Marketing Express. We store an email address supplied by the user. The IRS system administrator will be able to retrieve identifiable information about users of the system. The users themselves will only be able to retrieve marketing products available in the system. The ad firm administrator and web developers will also have access for maintenance purposes. No users will be able to access information. Users will only have access to marketing tools available through the system. Due Process is provided pursuant to 5 USC.</u>

I. INFORMATION PROTECTION

20. Identify the owner and operator of the system (could be IRS owned and Operated; IRS owned, contractor operated; contractor owned and operated)

<u>IRS Owned and Operated</u>

21. The following people have access to the system with the specified rights:

IRS Employees?   <u>Yes</u>

IRS Employees?	Yes/No	Access Level(Read Only/Read Write/ Administrator)
Users	No	
Managers	No	
Sys. Administrators	Yes	Read and Write
Developers	No	

Contractor Employees?   <u>Yes</u>

Contractor Employees?	Yes/No	Access Level	Background Invest.
Contractor Users	No		
Contractor Managers	No		
Contractor Sys. Admin.	No		
Contractor Developers	Yes	Read and Write	Moderate

21a. How is access to SBU/PII determined and by whom? <u>The IRS system administrator will be able to retrieve identifiable information about users of the system. The users themselves will only be able to retrieve marketing products available in the system. Providing identifying data is optional and only needed if the user wants to customize an item within Marketing Express. We store an email address supplied by the user. The IRS system administrator will be able to retrieve identifiable information about users of the system. The IRS system administrator themselves will only be able to retrieve marketing products available in the system via Online 5081. The users themselves will only be able to retrieve marketing products available in the system. The ad firm administrator and web developers will also have access for maintenance purposes. No users will be able to access information. Users will only have access to marketing tools available through the system.</u>

21b. If computer matching occurs, can the business owner certify that it meets requirements of IRM 11.3.39 Disclosure of Official Information, Computer Matching & Privacy Protection Act ? <u>Not Applicable</u>

I.1 RECORDS RETENTION SCHEDULE

22. Are these records covered under the General Records Schedule (GRS), or have a National Archives and Records Administration (NARA) archivist approved a Record Control Schedule (RCS) for the retention and destruction of official agency records stored in this system?   <u>Yes</u>

22a. If **yes**, how long are the records required to be held under the corresponding RCS and how are they disposed of? In your response, please include the complete IRM number 1.15.XX and specific item number and title.

<u>Records schedule retention will follow General Records Schedule (GRS) 20, item 3 (a), (b), and in accordance with IRM 1.15.6. A process is run by the system once a day and customized PDFs, Web server log file data, and other user-generated data older than 180 days is purged from the system. All IRS records must have a National Archives and Records Administration (NARA)-approved records disposition authority before they can be destroyed (and/or purged from IRS electronic systems). This is required under Title 44 of the United States Code. IRS Records and Information Management (RIM) staff will work with Program staff to develop and submit to NARA</u>

requests for records disposition authorities for new records (in all formats) as they are identified.

I.2 SA&A OR ECM-R

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23. Has the system been through SA&A (Security Assessment and Authorization) or ECM-R (Enterprise Continuous Monitoring Reauthorization)?   No

23c. If **no**, is the system secured in accordance with all applicable federal, treasury, and IRS security policy, procedures, and requirements?   Yes

23.1 Describe in detail the system s audit trail.   Based on a review, the IRS Marketing Express was categorized as non-FISMA reportable. IRS Marketing Express is monitored by Business Owners, IT, Administrators, SA and DBA using all available means including audit trails and real time monitoring capabilities of IRS Marketing Express.

J. PRIVACY TESTING

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24. Does the system require a System Test Plan? Yes

24b. If **yes**, Is the test plan in process or completed: Completed

24.3 If **completed/ or in process,** describe what testing and validation activities have been conducted or are in progress to verify and validate that the applicable Privacy Requirements (listed in header) have been met?
Continuous Monitoring (eCM)(now called Annual Security Control Assessment (ASCA)) occurs annually to ensure that controls remain in place to properly safeguard PII.

24b.1. If **completed**, where are the test results stored (or documentation that validation has occurred confirming that requirements have been met)?   The system was first completed by Marketing Branch in National C&L office

24b.2. If **completed**, were all the Privacy Requirements successfully tested?   Yes

24.2 If **completed**, are there any residual system privacy, civil liberties, and/or security risks identified that need to be resolved? No

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K. SBU Data Use

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25. Does this system use, or plan to use SBU Data in Testing?   No

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L. NUMBER AND CATEGORY OF PII RECORDS

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26. Identify the number of individual records in the system for each category:

26a. IRS Employees: Not Applicable
26b. Contractors: Not Applicable
26c. Members of the Public: Under 100,000
26d. Other: No

M. CIVIL LIBERTIES

27. Does the system maintain any information describing how any individual exercises their rights guaranteed by the First Amendment?   No

28. Is the system information used to conduct data-mining as defined in the *Implementing the 9/11 Commission Recommendations Act of 2007, Public Law 110-53, Section 804?* No

29. Will this system have the capability to identify, locate, and monitor individuals or groups of people? No

N. ACCOUNTING OF DISCLOSURES

30. Does the system include or require disclosure of tax or employee information to anyone other than IRS employees in the performance of their duties, or to the person to whom the information pertains or to a 3rd party pursuant to a Power of Attorney, tax or Privacy Act consent? No

End of Report