

Social Media PCLIA Report

Date of Approval: February 7, 2018

Survey PCLIA ID Number: 2797

A. Site Description

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

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? Yes

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

3.a. If other please specify: Instagram

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. The specific business purpose of the IRS use of Instagram is to make the agency's resources more accessible, create awareness and humanize the agency by potentially reaching 700 million total monthly active users between the ages of 18-29 (60% of users). Showcase products and services Drive traffic to IRS.gov Increase taxpayer outreach Highlight programs and deadlines that change over time Incentivize taxpayer engagement Share news Connect with influencers Address unique challenges of younger citizens becoming first-time taxpayers Enhance and complement event experiences Showcase the agency and recruit new talent when resources support are available Instagram is a mobile photo-Mobile-based photo and video-sharing social network with more than 700 million total monthly active users. It is centered around sharing images and video through an account or via stories in a feed. The IRS Social Media Branch currently creates images using graphics purchased through a contract with Thinkstock (stock image provider) and editing them to highlight our priorities. We do this for Twitter, Facebook and Tumblr. The immediate plan is plan to do so for Instagram as well. Additionally, we plan to create short videos in coordination with C&L VEC.

5. Is the Social Media site operational? No

5.b. If no, what is the requested operational date? 2/5/2018

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

No : Contact Information

Yes : Employer

No : Education

No : Other

7. Will the public be able to respond or interact with comments or questions? No

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	<u>SORNS Name</u>
Treas/IRS 00.001	Correspondence

D. Responsible Parties

12. Identify the individuals for the following Social Media site roles: ## 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.

No Persistent Cookies

Yes Web Beacons

14.a.2. If selected, state authority & provide reason. Cookies and similar technologies: *When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you. We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party. <https://help.instagram.com/155833707900388> (privacy policy)

Yes Session Cookies

14.a.3. If selected, state authority & provide reason. Cookies and similar technologies: When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you. We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party. <https://help.instagram.com/155833707900388> (privacy policy)

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

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 Instagram pages other than the Instagram 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. Instagram users may inadvertently post PII

20.a.2. If yes, what are the plans to mitigate the risks? Any posts including PII other than Instagram user name are immediately deleted

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

2. 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

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? NA

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 American Sign Language (ASL) in operation since 2009 Facebook - 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? Yes

28.a. If yes, describe the type of information derived from these efforts and the technical (e.g., audit trails) or other processes used to limit unauthorized monitoring. This data is systemically related to the use of Social Media and IRS has no plans to store or utilize it in any way without prior notice to participants and further review by Privacy.

End of Report
