

# Social Media PCLIA Report

Date of Approval: September 6, 2017

Survey PCLIA ID Number: **2547**

---

## A. Site Description

---

1. The full name and acronym for the Social Media site, Third Party Website, or Application.  
IRSenEspanol.Tumblr.com, IRSenEspanolITumblr

*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.  
IRSenEspanol.tumblr.com

2.b.2. If yes, enter the approval date of the most recent Social Media PCLIA. 9/18/2014

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 changes. periodic review

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

---

### 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 IRS aims to engage citizens' interest using Tumblr to share information such as tax tips, articles and rich media content with a variety of different communities (for taxpayers, partners, tax professionals and other stakeholders). The IRS posting content on this platform will allow other users to reblog (at their own site) and share official IRS content on their tumblelogs, thus increasing the reach of IRS communications. Connecting with citizens in this social media environment will grant the opportunity for the posted IRS content to be shared virally and ultimately direct citizens to official tax information. However, there will be no interaction with viewers. The public who freely chooses to visit the website will not be able to leave messages or comments. No IRS Code 6103, SBU or PII will be collected, used, shared or stored on viewer or visitors of the site.

5. Is the Social Media site operational? Yes

5.a. If yes, what is the operational date? 7/1/2012

---

## **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

No: Location

Yes: Picture

No: Contact Information

No: 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? No

11.b. If no, explain why the Social Media site does not have a SORN?

Tumblr provides a means for IRS to provide news and guidance for the public, the press and practitioners. IRS does not collect comments or messages on this site. Records are not retrieved by an individual identifier.

---

#### **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

14.a.1. If selected, state authority & provide reason.

No Web Beacons

14.a.2. If selected, state authority & provide reason.

Yes Session Cookies

14.a.3. If selected, state authority & provide reason. "Being able to log into your account is one of Tumblr's many great features. Cookies make this possible. Cookies and web tags also let us learn how people use Tumblr, which in turn helps us make a better product for you to use."  
<https://www.tumblr.com/policy/en/privacy>

---

#### **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? NA

---

### **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.) Not applicable, as no PII data is stored.

20. Are there any privacy risks that may exist or be inherent in a social networking environment? No

---

### **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"? 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. Two Tumblr pages (internalrevenueservice.tumblr.com and IRSenEspanol.tumblr.com) in operation since 2012 and 2014, respectively Three Twitter accounts in operation since 2012: @IRSnews, @IRStaxpros and @IRSEnEspanol One Facebook page (www.facebook.com/IRS) in operation since 2010 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**

---