

# Social Media PCLIA Report

NOTE: The following reflects the information entered in the PIAMS website.

Date of Approval: March 16, 2018

Survey PCLIA ID Number: 2796

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## A. Site Description

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

*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. twitter

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 changes. Periodic update.

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

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## A.1 General Business Purpose

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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. Twitter is an online news and social networking service where users post and interact with messages, known as "tweets." This will empower and enable all taxpayers to meet their tax obligations through secure and innovative services, tools, and support by providing timely information for taxpayers about filing season, tax tools, and

other initiatives through links to IRS.gov, IRS YouTube channel and the IRS Tumblr page. Accounts covered by this PIA are: @IRSnews @IRStaxpros @ChristopherIRS @Luis\_IRS @DonnaM\_IRS @PeggyIRS @JennyIRS @CarolinaTaxGuy @raphylIRS @SanfordIRS @Mark\_IRS @KC\_IRS @JoeMunozIRS @DavidStewartIRS @MLDobzinskiIRS @taxdan @MichaelD\_IRS @chriskernsIRS @DianneIRS

5. Is the Social Media site operational? Yes

5.a. If yes, what is the operational date? 8/1/2012

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## **B. PII Details**

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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? Twitter users can reply on and retweet IRS messages with their own additional comments as long as the entire tweet falls within the character limit. Twitter users can also ask questions or initiate comments and mention the @IRSNews and other handles listed in question #4. IRS social media policy does not permit Twitter channel managers to respond to replies or mentions.

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

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### **B.1 About the Social Media Site**

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

10. Will the IRS share the PII? No

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**C. Privacy Act & System of Records Notice**

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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  
Treasury/IRS 00.001      Correspondence

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**D. Responsible Parties**

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

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**I.1 Records Schedule**

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13. Will your site interact with the public? No

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**O. Tracking**

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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. Twitter uses cookies, log data and widget data to track users' activity. Twitter supports the "Do Not Track" option available to users who set up that option in their individual browsers.

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**P. Privacy Policy**

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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

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## **P.1 Data Security**

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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.) PII may be contained in emails that are sent to relevant business units as part of the process of following up/researching potential taxpayer service or identity theft/scam issues. The sent emails are archived on the branch chief's hard drive and cannot be accessed by anyone else. These emails are retained only for research purposes in the event the issues they identify recur.

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. Users may inadvertently include PII in tweets they post.

20.a.2. If yes, what are the plans to mitigate the risks? IRS will direct message individuals who post and ask them to delete the tweet. IRS will also update the text on its profile page to alert Twitter followers that they should not post personal information.

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## **Q. General Requirements**

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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 collects only the minimum necessary to accomplish a purpose required by statute, regulations, or executive order? Yes

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## **R. Privacy Notice**

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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

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#### **K. Other Sites**

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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 Below are Twitter accounts for Media Specialists. All accounts tweet executive approved messages used first by HQ accounts. @acnIRS @Anabel\_IRS @irmalIRS @David\_IRS @LealIRS @BillB\_IRS @DeeHS\_IRS @ChristopherIRS @Luis\_IRS @JennyIRS @raphyIRS @SanfordIRS @KC\_IRS @JoeMunozIRS @MichaelD\_IRS

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#### **M. Civil Liberties**

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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

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**End of Report**

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