

Date of Approval: April 06, 2020  
Social Media PCLIA ID Number: 4349

## SITE DESCRIPTION

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

Twitter - <https://twitter.com/YourVoiceAtIRS>, Twitter

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

*Is this a new Social Media site?*

No

*Is there a PCLIA for this Social Media site?*

Yes

*Enter the full name, acronym and PCLIA ID of the most recent Social Media PCLIA.*

Twitter, TAS

*Enter the approval date of the most recent Social Media PCLIA.*

5/23/2016

*Indicate what changes occurred to require this update.*

Other Changes

*Please explain:*

3 year expiration

*What type of Social Media site will be used?*

Twitter

## GENERAL BUSINESS PURPOSE

*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 Taxpayer Advocate Service (TAS) uses the Twitter account @YourVoiceAtIRS to share updates with other users, including taxpayers, tax professionals, media and small businesses. Twitter allows TAS to share timely information, raise awareness of TAS services and mission and encourage tax compliance. The account is intended for information sharing only and will not collect or share any taxpayer information.

*Is the Social Media site operational?*

Yes

*What was the operational date?*

6/1/2009

## PII DETAILS

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

Yes

*What PII is likely to become available?*

Name

Location

Picture

*Will the public be able to respond or interact with comments or questions?*

Yes

*How?*

The public can publicly respond to @YourVoiceAtIRS postings on Twitter, by beginning their own message with "@YourVoiceAtIRS." However, TAS does not respond to such postings and does not encourage responses.

*Will the public need to identify their email address or other address if they request service?*

No

## **ABOUT THE SOCIAL MEDIA SITE**

*Does the IRS intend or expect to use the PII?*

No

*Will the IRS share the PII?*

No

## **SYSTEM OF RECORDS NOTICE**

*Is there a System of Records Notice(s) or 'SORN(s)', that address(es) the PII records in this site?*

Yes

*List the SORN number(s) and the complete name(s) of the SORN*

IRS 00.001 Correspondence Files and Correspondence Control Files

## **RESPONSIBLE PARTIES**

## Official Use Only

## **RECORDS SCHEDULE**

*Will your site interact with the public?*

Yes

*What are the plans to maintain the PII collected, used, or stored?*

TAS does not intend to use PII that may become available on Twitter. We have no intent of collecting any PII. This is a social media site to share content regarding TAS. We are not requesting any information be provided.

*Cite the authority to retain/dispose of the PII.*

RCS 17, item 34 for IRS Interactive Networking Site Use Records

*Describe where the PII data will be stored, who will have access to it and the purpose.*

TAS CSO doesn't correspond with taxpayers - if a direct message or comment is received that needs some kind of substantive contact, we forward it to the Executive Director Case Advocacy - they will contact the taxpayer, create a case, etc., as appropriate. Any limited message that would be sent back would be to advise their message was forwarded to the Executive Director Case Advocacy for assistance.

*How will the PII be eliminated at the end of the retention period?*

TAS does not retain, maintain or store PII information.

## **TRACKING**

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

Yes

*Indicate how:*

Session Cookies

*Statue authority & provide reason*

Twitter uses session cookies, log and widget data to track user's activity. Twitter supports the "Do Not Track" option available to users who set up that option on their own individual devices.

## **PRIVACY POLICY**

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

Yes

*Is the Social Media site appropriate for IRS use?*

Yes

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

Yes

*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

*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

## **DATA SECURITY**

*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.)*

TAS does not retain, maintain or store PII information. There have been instances where users post general questions to TAS on Twitter, and in some limited instances, TAS has responded to them in a private message. But in such limited instances, TAS does not retain, store or maintain PII.

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

Yes

*List the risks:*

As mentioned above, it's possible Twitter users may reach out to @YourVoiceAtIRS and include PII. They could include contact information, which would put them at risk of being contacted by other users, if they do so in public.

*What are the plans to mitigate the risks?*

The @YourVoiceAtIRS account does not engage in conversations with other users. As such, users are not encouraged to share PII and instead are directed to resources on IRS.gov and TAS sites. TAS also has its policy statement prominently featured at the top of the page.

## GENERAL REQUIREMENTS

*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

*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

*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

## PRIVACY NOTICE

*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

*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

## OTHER SITES

*Are there any other Social Media sites owned or maintained by the Business Unit?*

Yes

*Provide full name(s) of the site and date(s) of operation.*

YouTube, Facebook, LinkedIn, Medium (all have been authorized by IRS for use).

## **CIVIL LIBERTIES**

*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

*Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people?*

No