

Date of Approval: 10/10/2024
Questionnaire Number: 1499

Basic Information/Executive Summary

What is the name of your project (system, database, pilot, product, survey, social media site, etc.)?

LinkedIn Talent Solutions

Business Unit

Human Capital Office

Preparer

For Official Use Only

Subject Matter Expert

For Official Use Only

Program Manager

For Official Use Only

Designated Executive Representative

For Official Use Only

Executive Sponsor

For Official Use Only

Executive Summary: Provide a clear and concise description of your project and how it will allow the IRS to achieve its mission.

LinkedIn Talent Solutions is a suite of three tools (Campaign Manager, Talent Insights, and Recruiter) which can help IRS recruiting efforts be more strategic and targeted to reach qualified candidates and thus help IRS reach hiring goals. While this suite of tools is on the LinkedIn platform, it provides additional functionality for individual recruiters who each require their own licenses. The Recruiter tool in the Talent Solutions suite allows an IRS recruiter to communicate directly with potential candidates using the proprietary email tool called InMail. The Campaign Manager tool is for paid advertising specific to recruiting; it is a push of information only with no opportunity to reply. Talent Insights is a talent intelligence platform that will help IRS make informed workforce and hiring decisions based on data-driven insights. HCO will provide Servicewide policy and guidance for how IRS recruiters embedded in BODs should use these tools. LB&I is an early adopter of these tools.

Personally Identifiable Information (PII)

Will this project use, collect, receive, display, store, maintain, or disseminate any type of Sensitive but Unclassified (SBU), Personally Identifiable Information (PII), or Federal Tax Information (FTI)?

Yes

Please explain in detail how this project uses sensitive data from inception to destruction (data lifecycle).

IRS Recruiters will engage with prospective candidates and share information about job opportunities and the hiring process. Through this exchange, they will have access to PII such as a recruit's name. The contents of these email exchanges (or correspondence) will be maintained according to GRS 2.1, Item 180 Recruitment records. The correspondence with prospective candidates, their contact information and interest areas will be captured in the InMail tool in LinkedIn Recruiter and transcripts will be downloaded to secure IRS storage for each BOD where it will be maintained for the required time indicated in GRS 2.1, Item 180 (Temporary - Destroy when 1 year old). InMail is only accessible by the IRS Recruiters who have individual licenses for access. Once transcripts are downloaded to secure IRS storage, only IRS recruiters with a need to know will have access to the information for their respective business units.

Please select all types of Sensitive but Unclassified data (SBU)/Personally Identifiable Information (PII)/Federal Tax Information (FTI) that this project uses.

Address
Education Information
Email Address
Employment Information
Name
Telephone Numbers

Product Information (Questions)

1.1 Is this a new social media site?

Yes, this is a new sub-site of LinkedIn.

1.16 What is the URL to the social media site?

www.linkedin.com

1.17 What social media site is this hosted on?

Talent Solutions is hosted on LinkedIn, but it should be noted that the tools in the Talent Solutions suite offer additional functionality to the main social media site and these tools are only accessible by those with individual licenses for access.

There is an approved PCLIA for the LinkedIn site. It is Social Media PCLIA No. 5563.

2.11 Will a person's email address likely become available through the use of this social media site?

Yes

2.12 If the site is operational, please specify the operational date. If the site is not operational, please specify the requested operational date.

LB&I's current LinkedIn contract has been in place since 4/1/2024 and would be operational immediately upon approval of the PCLIA. Additional licenses for recruiters in other business units are currently being procured.

2.13 If the public will be able to respond to or interact with comments or questions, how will the public be able to respond? Will the public need to identify their email address or other address if they request service?

"The public," in this case, is a member of LinkedIn contacted by a Recruiter who opts to respond to communication using LinkedIn's InMail function. A LinkedIn member may communicate with the Recruiter seat licensee using LinkedIn InMail.

2.14 Is there another IRS site (irs.gov, taxpayeradvocate.irs.gov) where the taxpayer can achieve the same results?

No

2.15 If the IRS intends or expects to use the PII, please explain the detailed business needs and uses for the PII, and how the PII is limited only to that which is relevant and necessary to meet the mission and goals of the IRS.

IRS Recruiters will engage with prospective candidates and share information about job opportunities and the hiring process. Through this exchange, they will have access to PII such as a recruiters name.

2.16 If the site will be used to solicit feedback, please explain how and with whom will the PII be shared?

No

3.11 Are there plans to maintain the PII collected, used or stored? If not, please explain the mitigation plan to remove it.

IRS Recruiters will engage with prospective candidates and share information about job opportunities and the hiring process. Through this exchange, they will have access to PII such as recruit's name. The contents of these email exchanges (or correspondence) will be maintained according to the per GRS 2.1, Item 180 Recruitment records. The correspondence with prospective candidates, their contact information and interest areas collected from potential job candidates will be captured in the InMail tool in LinkedIn Recruiter and transcripts will be

downloaded to secure IRS storage where it will be maintained for the required time indicated in GRS 2.1, Item 180 (Temporary - Destroy with 1 year old).

3.12 RCS 17, Item 34 is for IRS Interactive Networking Site Use Records. Is this the authority that will be used to retain or dispose of the PII data?

No

3.13 GRS 3.1 Item 012 is for special purpose computer programs and applications. Is this the authority that will be used to retain or dispose of the PII data?

No

3.14 If there is another authority that will be used to retain or dispose of the PII data, please explain the other authority.

GRS 2.1, Item 180 is the authority related to retention and disposal of Recruitment records.

3.15 Describe where the PII data will be stored and who will have access to it.

The PII specific to prospective candidates will be stored in the LinkedIn Recruiter InMail tool which is only accessible to IRS Recruiters assigned to one business unit, and downloaded transcripts will be stored in restricted access files only accessible to IRS recruiters for a business unit to help identify and recruit job candidates to help IRS meet hiring goals.

3.16 If this site uses any means to track visitors' activities (persistent cookies, session cookies, web beacons, etc.) on the internet, please explain the type of tracking and the reason for its use.

The main LinkedIn platform does use persistent cookies and session cookies which helps the site recognize an existing user, so it's easier to return to LinkedIn or interact with services without signing in again. After you sign in, a persistent cookie stays in your browser and will be read by LinkedIn when you return to one of our sites or a partner site that uses our services (for example, our sharing or job application buttons). <https://www.linkedin.com/legal/cookie-policy> Session cookies only last for as long as the session (usually the current visit to a website or a browser session). <https://www.linkedin.com/legal/cookie-policy>

3.17 Has the IRS business owner examined the social media site's privacy policy and evaluated risks?

Yes

3.18 Will the IRS business owner monitor any changes to the third party's privacy policy and periodically assess the risks involved?

Yes

3.19 If the agency does not provide a pop-up alert to the visitor explaining that they are being directed to an external third-party website that may have different policies (not an official government domain), please explain why.

LinkedIn is not an IRS owned website.

3.2 How 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 (specified by OMB M-10-23) when the application of the third-party is embedded?

A LinkedIn member will receive a message from an IRS Recruiter through the InMail feature in the LinkedIn site.

3.21 Will the IRS business owner 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

4.11 Will a link to irs.gov and the IRS Privacy Policy be placed on the front page of the website and does the business owner agree to maintain an IRS approved privacy notice that will "stand alone" and not be combined into other background information. If no, please explain why a Privacy Notice is not required.

Yes. See Social Media PCLIA ID No. 5563 for LinkedIn.

5.11 Does the social media site maintain records describing how an individual exercises rights guaranteed by the First Amendment?

No

5.13 Did the individual about whom the information was collected or maintained expressly authorize its collection/maintenance?

Yes

Interfaces

Interface Type

Other Organization

Agency Name

LinkedIn Recruiter

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Kiteworks

Systems of Records Notices (SORNs)

SORN Number & Name

OPM/GOVT-5 - Recruiting, Examining, and Placement Records

Describe the IRS use and relevance of this SORN.

Information about potential job applicants and correspondence are to be maintained in a secured area with access limited to authorized personnel whose duties require access.

Please describe why a SORN is not needed.

All PII is related to job candidates; they are not current personnel.

Records will be maintained per the guidance in GRS 2.1, Item 180.

Records Retention

What is the Record Schedule System?

General Record Schedule (GRS)

What is the retention series title?

Recruitment Records

What is the GRS/RCS Item Number?

GRS 2.1, Item 180

What type of Records is this for?

Electronic

Please provide a brief description of the chosen GRS or RCS item.

LinkedIn Talent Solutions is used to support recruiting efforts to identify potential job candidates.

What is the disposition schedule?

One Year

What is the Record Schedule System?

Record Control Schedule (RCS)

What is the retention series title?

IRS Interactive Networking Site Use Records

What is the GRS/RCS Item Number?

RCS 17, Item 33

What type of Records is this for?

Electronic

Please provide a brief description of the chosen GRS or RCS item.

Records documenting activity on social networking sites where interaction with site users and IRS occur. GRS/RCS item number: RCS 17, Item 33 Records Control Schedule for Information Technology

What is the disposition schedule?

Cutoff Instruction Cut off 6 months after the beginning of the FY;

Retention Period Delete/Destroy 6 months after cut-off.

Data Locations

What type of site is this?

SharePoint Online (SPO) Collection

What is the name of the SharePoint Online (SPO) Collection?

SharePoint

What is the sensitivity of the SharePoint Online (SPO) Collection?

Sensitive But Unclassified (SBU)

Please provide a brief description of the SharePoint Online (SPO) Collection.

Each BOD that has a LinkedIn Recruiter license will have its own SharePoint for use by recruiters and hiring managers in their job roles.

What are the incoming connections to this SharePoint Online (SPO) Collection?

Nothing is submitted directly from an external source. Each BOD will have a recruiter who will receive a transcript file from Kiteworks which will be stored in the SharePoint for the length of records retention as stated in GRS 2.1, Item 180.