

Survey PCLIA ID Number: 4434
Date of Approval: December 22, 2019

SURVEY DESCRIPTION

Full name and acronym of the Survey.

Online Services Payments Survey - October 2019, SU-4434

Type of Survey:

Survey

Note: the remaining questions will be simplified to refer to *the Survey* but still apply to Telephone Interview or Focus Group. If Telephone Interview or Focus Group, a copy of Interview Questions or the Moderator's Guide will be requested by the Privacy Analyst.

Is this a new Survey?

Yes

Is this a reoccurring Survey?

No

Provide the dates collection of information will begin and end:

10/14/2019 - 2/28/2020

Does this survey have an SOI (Statistics of Income) control number?

No

Does the Information Collection Request require OMB clearance?

Yes

What is the OMB Clearance number?

1545-2256

GENERAL BUSINESS PURPOSE

What is the general business purpose of this Survey? Provide a clear, concise description of the Survey, the reason for the Survey, and the benefits to the IRS mission.

The Internal Revenue Service (IRS) would like to improve the quality of information provided to taxpayers. The primary goals for this study are to: 1) Discover the terms taxpayers most commonly use in a variety of payment scenarios. By using these plain language terms consistently on IRS.gov, we will make it easier for taxpayers to find and understand content on related topics. There is currently one heading in Online Account for making a payment today called "Pay Now". This label resonates with taxpayers who are paying their balance off right away. However, we have observed in recent rounds of Online Account testing that participants do not always see an immediate connection between "Pay Now" and partial or future-dated payments. 2) Gauge taxpayer understanding of the short-term payment plan based on a description they read. In usability testing conducted in early 2019, participants appeared to misunderstand how the short-term payment plan option works. 3) Gauge taxpayers' willingness to store their bank account or debit/credit card information for future payments, and identify barriers to opting in. In usability testing conducted in early 2019, some participants expressed reluctance to save their account information in order to make future payments more convenient. The questions in this section would gauge the appetite for this feature with a larger sample size and quantify which specific concerns are the most prevalent.

PII DETAILS

Is Personally Identifiable Information (PII) used, collected, received, displayed, stored, maintained, or disseminated in the Survey; or is PII used to select participants? (i.e. names, addresses, email addresses, etc.)?

Yes

Please specify the types of PII:

Internet Protocol Address (IP Address)

Are there other types of PII collected in the Survey?

No

Is any PII data collected, disclosed, or studied on employees, taxpayers, stakeholders or other individuals who choose not to participate?

Yes

PRIVACY ACT & SYSTEM OF RECORDS

Is there a System of Records Notice(s) or SORN(s) that addresses the PII records in this Survey?

Yes

Enter the SORN number(s) and the complete name of the SORN(s):

IRS 00.001 Correspondence Files and Correspondence Control Files

IRS 10.004 Stakeholder Relationship Management and Subject Files

PRIVACY ACT NOTICE

Based on the information you have provided, does the Survey require a Privacy Act Notice to be provided to the participants?

Yes

Please provide the Privacy Act Statement:

"The authority requesting the information is 5 USC 301. The primary purpose of asking for the information is to determine steps the IRS can take to improve our services to you. The information may be disclosed as authorized by the routine uses published for the following Privacy Act System of Records: (1) IRS 00.001 Correspondence Files and Correspondence Control Files and (2) IRS 10.004 Stakeholder Relationship Management and Subject Files. Providing the information is voluntary. Not answering some or all of the questions will not affect you."

RESPONSIBLE PARTIES

OFFICIAL USE ONLY

INCOMING PII INTERFACES

Does the employee/taxpayer PII come from the IRS, Treasury, or other Government system(s), application(s) or data base(s)?

No

Does the data come from other sources?

Yes

Describe the source of the information:

Participants will voluntarily click a link on the IRS.gov website to take the survey. The PII is self-reported by the respondents when answering the first question of the survey.

PII SENT TO EXTERNAL ORGANIZATIONS

Are the Survey results disclosed to any other Federal or State Government? (For example, the Federal Viewpoint Survey/Questionnaire - OPM gets the results.)

No

Are any external resources used to create the database of the participants?

No

SURVEY PARTICIPATION

Who will the Survey be administered to?

Taxpayers

Explain how participants are selected. Include a detailed description of the method and reason of selection. If selection is random, please explain.

Respondents will be invited to take the survey through links on relevant pages on IRS.gov. The first survey question will identify respondents who have an interest in making tax payments online. If they indicate they are interested in making tax payments online, they will be taken through the rest of the survey questions.

How are participants notified of the Survey?

Respondents will be invited to take the survey through links on relevant pages on IRS.gov.

Is the Survey voluntary?

Yes

How is notice given that the Survey is optional?

We will include the following verbiage as part of the survey introduction: "Your participation in this survey is strictly voluntary."

How will the Survey be conducted?

Web Based

Explain the procedure:

The survey will be delivered via ForeSee, a Verint survey tool. Cookies will not be used.

SURVEY PROCESS

Does the IRS administer or perform analysis of the survey?

Administer

Provide the name of the IRS office:

IRS Online Services

Does a contractor/vendor administer or perform analysis of the survey?

Analysis

Provide the name of the contractor/vendor:

Mediabarn using Foresee, a Verint survey tool.

Has a Contracting Officer or Contracting Officer's Representative (COR) verified:

That all applicable FAR requirements are met to engage a contractor to perform the survey?

Yes

That all required "non-disclosure" clauses are contained in the contract.

Yes

That all contractor employees who will have access to the data have signed non-disclosure agreements and the non-disclosure forms are on file with the COR.

Yes

What is the level of access and background investigation completed on contractor employees prior to access to PII about employees or taxpayers? Any contractor or subcontractor who will have access to the PII should have at least a "Moderate Risk" (NACIC) investigation. See Publication 4812 - Contractor Security Controls.

Contractor Users: Read-Only Moderate

INFORMATION PROTECTION

What information/results will be provided to the business owners (IRS Requestors) of the Survey?

A report summarizing the analysis of the survey responses.

Can you confirm that employees or taxpayers who participate in the survey cannot be identified under any circumstances?

Yes

Can you confirm that no adverse actions can be taken against participants regarding the participant's answer?

Yes

For employee or taxpayer Satisfaction Surveys, can you verify that no "raw" or un-aggregated employee or taxpayer data will be provided to any IRS office?

N/A

Are there any employee or taxpayer identifiers that are obtained as a result of responding to the survey?

No

RECORDS SCHEDULE

Are the Survey records covered under the General Records Schedule (GRS), or have a National Archives and Records Administration (NARA) archivist approved a Record Control Schedule for the retention and destruction of official agency records stored in this Survey?

Yes

How long are the records required to be held under the corresponding RCS and how are they disposed of? Explain how long any PII data will be retained by the contractor if they are conducting the Survey on behalf of the IRS. In your response, please include the complete IRM number and specific item number and title.

The Survey "Online Services Payments Survey - October 2019" will be managed using GRS 6.5, Item 010 Public Service Operations Records. Temporary. Destroy 1 year after resolved, or when no longer needed for business use, whichever is appropriate. Any additional records developed from the "Online Services Payments Survey - October 2019" maintained by the IRS will be scheduled as coordinated with the IRS Records and Information Management (RIM) Program and IRS Records Officer. IRM 1.15.1, Records and Information Management, The Records and Information Management Program.

DATA SECURITY

How does the administrator of the survey guarantee that the PII regarding employees or taxpayers will not be compromised, lost or stolen when housed on IRS computers? Where and how is it stored and protected?

The PII will not be stored on IRS computers. Data is collected through Verint's survey tool.

Does a contractor/vendor administer or perform analysis of the survey?

Yes

Please provide the Cyber security approved security and encryption used when data is transferred electronically from IRS to Contractors and back to the IRS.

N/A. This is a web-based survey.

When data is not sent electronically, provide in detail the information regarding the transfer back and forth from the IRS to contractors?

N/A. This is a web-based survey.

How is the survey PII protected and stored when it is housed at a contractor's site, on contractor's computers? Please provide detailed information that the contractor uses regarding the physical and electronic security and protection of the data before, during, and after the survey.

Data is stored within ForeSee, where the Mediabarn researcher will access it for analysis purposes. Verint, which owns ForeSee, is an IRS-approved survey vendor, and the data will be protected according to their contract.

CIVIL LIBERTIES

Does the Survey 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 Survey have the capability to identify, locate, and monitor individuals or groups of people?

No