

Date of Approval: 08/16/2024
Questionnaire Number: 1462

Basic Information/Executive Summary

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

Individual Online Account (IOLA) Survey

Business Unit

Office of Online Services

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.

The Individual Online Account (IOLA) Survey will help fulfill the Inflation Reduction Act's (IRA) requirement to design systems informed by "taxpayer opinions, expectations, and level of trust." The survey will provide insights about taxpayer behavior, attitudes, and needs. The results of this survey will enable the IRS to gain insights into what is and isn't working well and make iterative changes to improve taxpayer experiences.

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).

Data will first be collected via Medallia. Collected data will be stored in encrypted files on Medallia servers. It will be viewed only by members of the team with a need to know. All data will be destroyed in accordance with IRS destruction guidelines.

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

Other

Please explain the other type(s) of PII that this project uses.

Survey respondents may unwittingly submit PII despite being instructed not to.

Cite the authority for collecting SBU/PII/FTI (including SSN if relevant).

PII for federal tax administration - generally IRC Sections 6001 6011 or 6012

Product Information (Questions)

1.1 Is this survey a result of the Inflation Reduction Act (IRA)?

Yes

1.12 What is the IRA Initiative Number?

IRA 1.4

1.13 What is your research method(s) used (i.e., survey, telephone interview, focus group, etc.)?

Online intercept survey

1.14 Is this a new survey, telephone interview, focus group, or usability testing?
Throughout the rest of this questionnaire, we will use the term "survey" to include all of these.

Yes

1.19 Which Business Unit (BU) is requesting this survey?

Office of Online Services

1.21 Who will the survey be administered to?

Taxpayers and Tax Professionals

1.22 Is this a reoccurring survey?

Yes

1.22 Will the survey be administered annually (3-year expiration)?

Yes

1.22 What is the start date?

09/01/2024

1.23 What is the end date?

This is an ongoing survey with no end date.

2.11 Will the survey capture any type of PII or is PII (names, addresses, email addresses, etc.) used to select participants?

Yes

2.14 Explain how the participants are selected. Include a detailed description. Please provide your research plan as supporting documentation.

This is an intercept survey that automatically selects participants based on specific criteria (e.g. landing on a specific URL, time on page, time in session, etc.).

Medallia randomly invites a specific percentage of the users who meet those criteria to complete a survey. Selected users may choose to opt-in and complete the survey or opt-out and dismiss the survey.

2.15 How are the participants notified (letter, postcard, email, etc.) of the survey, and if the survey is voluntary/optional, how is notice given? If it is not voluntary, please explain why it is mandatory.

If a user is selected, they will be notified by a pop-up that invites them to complete a survey. Users may choose to opt-in and complete the survey or opt-out and dismiss the survey.

3.11 What tool(s) is/are used to conduct the survey? Please indicate if the anonymous feature has been set for the survey, if applicable.

Medallia

3.12 Will the survey be audio-recorded or video-recorded?

No

4.11 Does this survey retrieve information by any personal identifier for an individual who is a U.S. citizen, or an alien lawfully admitted for permanent residence? If the answer is Yes, you must have at least one SORN name and number selected in the SORNs section.

No

4.12 The Privacy Act of 1974 (5 USC § 552a(e)(3)) requires each agency that maintains a system of records to inform each individual requested to supply information about themselves. Do survey participants provide information about themselves?

Yes

4.13 Please provide the Privacy Act Statement.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-2290. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to the Internal Revenue Service, Special Services, SE:W:CAR:MP:T:M:SP, 1111 Constitution Ave. NW, Room 6129, Washington, DC 20224.

4.14 Does the IRS administer (conduct) the survey?

Yes

4.15 Provide the name of the IRS office administering the survey.

Office of Online Services

4.18 Does the IRS perform analysis of the survey results?

Yes

4.19 Provide the name of the IRS office performing the analysis of the survey.

Office of Online Services

4.23 Where and how is the PII stored and protected?

Medallia stores information on secure servers with access provided only to select staff working on the project.

4.27 Identify the roles and their access level to the PII data.

The User level role has Read Only access to PII (if a participant mistakenly enters PII).

4.28 Explain the precautions taken to ensure the survey results will not be used for any other purpose not listed in the Detailed Business Purpose and Need section and to ensure that employees or taxpayers who participate in the survey cannot be identified or re-identified under any circumstances and no adverse actions taken.

Survey results will only be shared with those who need to know. The survey results will not have any relevance to other purposes. Respondents cannot be identified because unintentional PII will be masked from the IRS.

4.29 Does the administrator of the survey have access to information identifying participants?

No

5.11 For employee or taxpayer satisfaction surveys explain how you have ensured that no "raw" or unaggregated employee or taxpayer data will be provided to any IRS office.

This survey and other satisfaction surveys do not use any employee or taxpayer data.

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

Yes

Systems of Records Notices (SORNs)

SORN Number & Name

No SORN

Please describe why a SORN is not needed.

No personal identifiers are used for data retrieval.

Records Retention

What is the Record Schedule System?

General Record Schedule (GRS)

What is the retention series title?

6.5 - Public Customer Service Records

What is the GRS/RCS Item Number?

10

What type of Records is this for?

Electronic

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

Public Service Operations Records, temporary

What is the disposition schedule?

Destroy 1 year after resolved or when no longer needed for business use case, whichever is appropriate.

Data Locations

What type of site is this?

Environment

What is the name of the Environment?

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What is the sensitivity of the Environment?

Sensitive But Unclassified (SBU)

Please provide a brief description of the Environment.

Survey response data will be stored on encrypted Medallia servers.