

Date of Approval: 03/15/2024
Questionnaire Number: 1091

Basic Information/Executive Summary

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

Digital Assets User Interviews

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.

In the rapidly evolving landscape of digital assets, including cryptocurrencies, NFTs, and stablecoins, users face complex challenges in understanding and fulfilling their tax obligations. The IRS Digital Asset Initiative working group recognizes the need to improve taxpayer compliance through enhanced user experiences in digital asset reporting. The Office of Online Services (OLS) aims to bridge the gap between the technical complexities of digital asset transactions and the IRS's mission to provide taxpayers with clear, accessible guidance and reporting mechanisms. OLS's User Experience Services (UES) team will conduct multi-phased research to understand the task flow and challenges taxpayers face when reporting digital assets and assess the effectiveness and clarity of guidance provided on the IRS.gov Digital Asset page. Research will include comprehensive user interviews, surveys, and user testing to gather qualitative and quantitative data on taxpayers' experiences, pain points, and preferences related to digital asset reporting. The first phase of research will include user interviews with 20 new and experienced digital asset investors. Users will answer questions about their

general experience with digital assets and their understanding of taxable events. Users will then be asked to review the Digital Asset page on IRS.gov and answer questions about whether they believe they have experienced taxable events based on the information provided on the page. A third-party vendor will recruit participants for this study using their internal database of volunteer participants. This project will better enable the IRS to achieve its mission by providing a set of targeted recommendations for the IRS to improve its digital interfaces, instructional content, and overall user experience - paving the way for increased digital asset reporting compliance.

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).

A third-party vendor will recruit participants for this study using their internal database of volunteer participants. They will send an email to potential participants asking to take an online screener to determine their eligibility. If populations prove difficult to reach, they may use other methods such as social media to locate them. Participants interested will be asked to complete a screener questionnaire via email or by phone by the third-party recruitment vendor. If eligible, they will be scheduled to participate and will receive virtual compensation for their participation. During participant screening the third-party recruitment vendor will collect PII such as: geographic location, gender, age, race/ethnicity, employment, and income. Access to this data will be limited to select members of the third-party vendor's project team. First names and phone numbers are securely shared with IRS-cleared vendor staff directly working on the project in the event we need to contact the participant. No PII is shared with IRS at any time. Although PII remains in the vendor's secure database until participants ask to be removed, any screener data of participants who chose not to participate in the interviews will not be retained.

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

Citizenship or Migration Status
Email Address
Employment Information
Geographical Indicators
Name
Other

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

Age, gender, race/ethnicity, income, phone number

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

PII for personnel administration - 5 USC

Product Information (Questions)

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

No

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

User Interviews

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?

External Taxpayers: New Digital Asset Taxpayers, Experienced Digital Asset Investors

1.22 Will this survey be administered for one year with multiple events (1-year expiration)?

No

1.22 What is the start date?

03/11/2024

1.22 Is this a reoccurring survey?

No

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

No

1.23 What is the end date?

06/01/2024

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

Yes

2.12 If any PII data is collected, disclosed, or studied on individuals who choose not to participate, please describe the data.

Not Applicable, any screener data of participants who chose not to participate in the interviews will not be retained.

2.13 List any linkable data that the survey uses, collects, receives, displays, stores, maintains, or disseminates (gender, ethnicity, parts of address, tax filing information, etc.) or uses to select participants?

During participant screening the third-party recruitment vendor will collect PII such as: geographic location, gender, age, race/ethnicity, employment, citizenship status, and income. Access to this data will be limited to select members of the third-party vendor's project team. First names and phone numbers are securely shared with IRS-cleared vendor staff directly working on the project in the event we need to contact the participant. No PII is shared with OLS at any time.

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

A third-party vendor will recruit participants for this study using their internal database of volunteer participants. They will send an email to potential participants asking to take an online screener to determine their eligibility. If populations prove difficult to reach, they may use other methods such as social media to locate them. Participants interested will be asked to complete a screener questionnaire via email or by phone by the third-party recruitment vendor. If eligible, they will be scheduled to participate and will receive virtual compensation for their participation.

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.

Participants interested will be asked to complete a screener questionnaire (see attachments) via email or by phone by the third-party recruitment vendor.

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.

IRS Microsoft Teams.

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

Yes

3.13 Provide the consent method and statement.

The "call for participants" email states that participation is voluntary. During the session, the moderator will reiterate that participation is optional within the introductory section, "thank you for participating in this study. Today's session will take approximately one hour. Participation in this study is voluntary and can be terminated at any time with no risk of penalty".

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.

Yes

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 authority requesting the information is 5 USC 301. The primary purpose of asking for the information is to determine steps the Internal Revenue Service (IRS) can take to improve our services to you. We are interested in collecting trends on the taxpayer experience, and individual responses will never be singled out. Please also note, that your results reported as a summary of everyone we talk to. 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. Your participation is entirely voluntary, and you are free to exit the session at any time. While we would like the benefit of your insight to improve our website and service to you, there are not adverse consequences to you to not taking the survey. This interview should take approximately one hour.

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

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

No PII is shared with OLS at any time. Although PII remains in the vendor's secure database until participants ask to be removed, any screener data of participants who chose not to participate in the interviews will not be retained. First names and phone numbers are securely shared with IRS-cleared vendor staff directly working on the project in the event they need to contact the participant.

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.

OLS will not collect or store PII. Any notes taken during sessions will not include names or PII. Only OLS researchers on the Digital Assets project will have access to the notes. Findings from interviews will be aggregated with no names attached to any feedback in final reports.

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.

Recruiting screener data will be de-identified (meaning the removal of participant names and contact information, as well as any other personally identifiable information contained in screener responses).

5.12 If the survey maintains records describing how an individual exercises their rights guaranteed by the First Amendment, explain the First Amendment information being collected and how it is used.

Not Applicable

5.14 If the First Amendment information will be used as the basis to make any adverse determination about an individual's rights, benefits, and/or privileges, explain the determination process. Consult with IRS General Legal Services to complete this section.

Not Applicable

Interfaces

Interface Type

IRS Systems, file, or database

Agency Name

Microsoft Teams

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Other

Other Transfer Method

No PII is being transferred via Microsoft Teams. The user interviews will be hosted via Teams

Systems of Records Notices (SORNs)

SORN Number & Name

IRS 00.001 - Correspondence Files and Correspondence Control Files

Describe the IRS use and relevance of this SORN.

To collect user feedback during IRS research activities, such as surveys, user interviews, and user testing.

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, whichever is appropriate.