

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3084-0159)

TITLE OF INFORMATION COLLECTION: Interviews – Identity Theft

PURPOSE: *The FTC’s Division of Consumer and Business Education provides free information to help people reduce the risk of identity theft as well as to assist identity theft victims in the recovery process. An Executive Order requires that the FTC “reduce the burden on consumers who have been victims of identity theft, including by substantially reducing the amount of time necessary for a consumer to remediate typical incidents.” We wish to conduct interviews with identity theft victims to inform our next steps. User interviews will help us to understand attitudes of this audience as well as to identify areas of confusion and inefficiency in the remediation process. This research will allow us to make meaningful improvements to our materials and address unmet needs.*

DESCRIPTION OF RESPONDENTS:

Respondents will be people who have experienced and dealt with identity theft in the past year.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: In-depth interviews |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Jessica Skretch

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No N/A

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

There will be a \$40 incentive. Participation will take approximately 60 minutes per person (including a 10-minute phone screening). In addition, other organizations pay respondents for these types of studies.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private sector (In-depth interviews)	16	60 minutes	16 hours
Totals	16		16 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$25,000.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan). If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Half of the participants (8) will be recruited from a list of people who have: (a) contacted the FTC to report identity theft; and (b) opted to allow further communications from the FTC. Potential participants will first be contacted by the FTC to get permission for the researchers to contact each individual.

The other half of the participants (8) will be pulled from a database of willing participants who have opted to participate in this type of study. Participants can opt into the database by filling out a form on a recruiting website. Candidates will be screened by phone and asked if they are willing to participate in a 50-minute interview.

The sessions will not ask for any personally identifiable information, and responses will be stored anonymously.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.