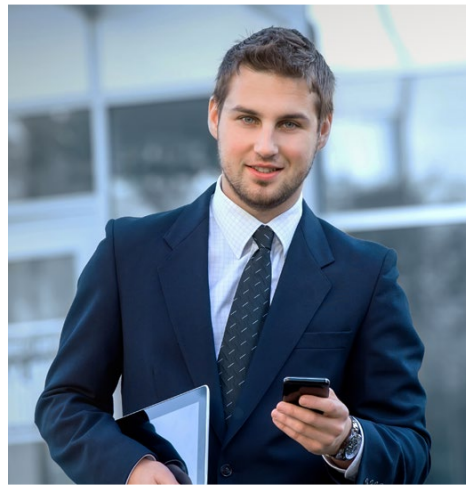


IDEMIA eID Messaging Kit For Alabama Tax Professionals



The Alabama Department of Revenue has partnered with IDEMIA, the State's driver's license vendor, to provide a secure app to verify taxpayers' identities and reduce tax refund fraud.

This free service is a great benefit to offer your clients, and in a few steps, they will be on their way to safely and securely protecting their identity and securing their tax returns.

IDEMIAeID

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IDEMIA eID web page:

<https://www.idemia.com/electronic-id-eid>

Alabama DOR eID Web Page

www.alabamaeid.com

App Store Name/Tagline:

IDEMIA eID – Trusted Online ID

≤100 Characters:

IDEMIA eID – your free, trusted digital ID to secure your identity and safely approve your tax refund

≤100 Word Description for Taxpayers:

Did you know Identity theft impacts millions annually? The Alabama Department of Revenue is providing taxpayers a free and secure mobile app, IDEMIA eID, to prevent a fraudulent state tax return from being processed in your name. *And, it safeguards your identity!*

The eID is the first, and only app in the U.S., that creates a digital ID leveraging your state driver's license or ID card. In four simple steps, you can enroll and register your eID into the Alabama Department of Revenue tax protection program, and be confident your tax return and identity are secure.

App Store Description:

Your free, highly trustworthy digital ID to safely access online government and commercial services while securing your identity.

The eID is the first, and only app in the U.S., that creates a digital ID leveraging your state driver's license or ID card. Use the eID to prove your identity for various digital transactions on participating websites, mobile apps, and more.

Empowering you to apply online for benefits, open online accounts, protect sensitive transactions, secure your tax refunds, transfer a vehicle title, and more, leveraging the power of your identity and your smartphone.

The eID:

- Empowers you to be in total control of your identity information
- Provides peace of mind knowing there is less chance of identity fraud
- Saves you time & money with streamlined access to online resources, services and benefits
- Eliminates usernames and passwords

In three simple steps, you can register for, and activate, your eID:

1. Download the IDEMIA eID to your smartphone
2. Use the app to photograph your state-issued driver's license or ID card
3. Take your selfie with the app

Once registration is complete, the eID offers a frictionless user experience. Through the app's QR code scanning feature you can safely, and securely, verify your identity and share specific required identity details needed for the particular transaction. Push notification alerts inside the eID app give you the control to approve transactions and identity information requests directly from your smartphone. This gives you the control you desire over your accounts and your identity.

Download the IDEMIA eID and start your journey to a safer and more secure online world.

Social Media Hashtag Options

#IDEMIAeID	#MyRefund	#safe
#TaxFraud	#MyIdentity	#secure
#TaxFraudProtection	#YourIdentity	#digitalID
#AlabamaeID	#protectionguaranteed	#Trustedidentity
#IdentityProtection	#hasslefree	

Social Media Accounts to Tag

@IDEMIAGroup @AlabamaRevenue @ALSocietyofCPAs

Examples of Social Media Messages to Use

Key Message #1: You and Only You, Can Secure Your Identity & Tax Return

- **Advertising Message:** You, and Only you. Secure your identity and help prevent tax fraud by creating and registering your eID today.
- **Potential Tweets/posts for you to use on Social Media:**
 1. Identity theft is no joke! Tax fraud & identity theft impacts millions annually! Don't be a statistic - download #IDEMIAeID to protect your identity and tax refund! Create your account and register your eID today for #protectionguaranteed. Only YOU can secure your identity
 2. Don't wait until it's too late to stop identity theft and tax fraud! You and only you hold the power to stop #taxfraud. Protect your tax returns and download the @alabamarevenue sponsored #IDEMIAeID app. Registering today will save you hassle in the future

Key Message #2: Tax Fraud Protection

- **Advertising Message:** Tax fraud is real. Protect yourself today/now/this year. No matter how or when you file your state taxes, you can take steps to protect your identity and help prevent tax fraud now.
- **Potential Tweets/posts for you to use on Social Media:**
 - #Taxfraud IS real. Protect yourself and your tax refund today with the #IDEMIAeID - THE digital solution that will safely and securely protect your identity and your tax returns. #taxfraudprotection #myidentity #hasslefree

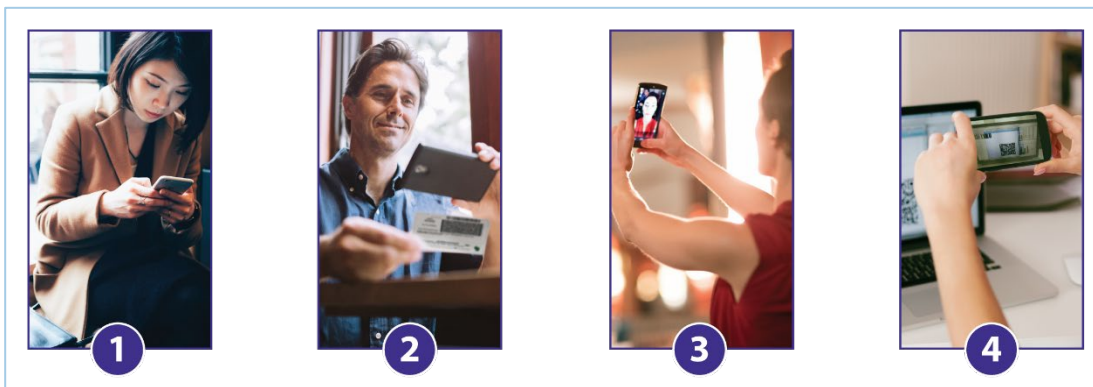
- Is it time to file your taxes? Don't become a victim of #taxfraud. Protect yourself NOW by downloading the @AlabamaRevenue sponsored #IDEMIAeID app to create your digital ID, available for both Android and Apple devices. It's #hasslefree #secure and #safe

Key Message #3: Taxpayers should use the eID whether they get a refund or not

- **Advertising Message:** No refund? No problem. Protecting your identity during tax season is important whether you receive a state refund or not.
- **Potential Tweets/posts for you to use on Social Media:**
 - Think no tax refund this year means no problem? #Taxfraudprotection is important whether you receive a state refund or not. Take control over #YOURidentity by downloading the #IDEMIAeID app and give yourself the peace of mind you deserve
 - #IDEMIAeID is more than just #taxrefund protection. It's #identityprotection. Stay in control of your identity by downloading the IDEMIAeID app offered free by @alabamarevenue, and lessen the chance of identity fraud TODAY

Key Message #4: Taxpayers who use the eID, will get their refund faster

- **Advertising Message:** Same refund. Now Faster! Get your state tax refund faster by creating a secure eID. Returns verified with eID receive priority processing.
- **Potential Tweets/posts for you to use on Social Media:**
 - Hate waiting forever for your tax refund? Us too. By downloading the #IDEMIAeID app, the @alabamarevenue will give you priority processing, which results in you receiving your #taxrefund 60% FASTER than those who do not use the eID. What will you do with your refund?
 - Did you know that the users of our app, #IDEMIAeID, receive their tax refund 60% faster by @alabamarevenue than those who don't? Download our FREE app, create your #secureeID account, and get your #taxrefund sooner



IDEMIAeID

In 4 easy steps, you can safely and securely protect your identity and secure your tax returns. *Best yet, it's FREE!*



1

Download the IDEMIA eID to your smartphone



2

Photograph your ID such as a driver's license or state ID card



3

Take your picture with the app to activate your eID



4

“Login with eID”
Use your eID to scan the DOR's QR code to secure your tax return