
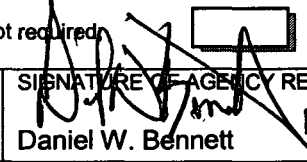


REQUEST FOR RECORDS DISPOSITION AUTHORITY (See Instructions on reverse)		LEAVE BLANK (NARA use only)	
TO: NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NWML) 8601 ADELPHI ROAD, COLLEGE PARK, MD 20740-6001		JOB NUMBER N1-058-09-70	
1. FROM (Agency or establishment) Department of the Treasury		DATE RECEIVED 8/12/09	
2. MAJOR SUBDIVISION Internal Revenue Service		NOTIFICATION TO AGENCY	
3. MINOR SUBDIVISION Wage and Investment, Electronic Tax Administration (ETA), Refundable Credits, Strategy, Planning and Policy Development		In accordance with the provisions of 44 U.S.C 3303a the disposition request, including amendments, is approved except for items that may be marked "disposition not approval" or "withdrawn" in column 10.	
4. NAME OF PERSON WITH WHOM TO CONFER	5. TELEPHONE	DATE	ARCHIVIST OF THE UNITED STATES
Daniel W. Bennett, IRS Records Officer Lisa M. Burch	202-435-6337 202-283-4845	8/12/09	
5. AGENCY CERTIFICATION I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal on the attached <u>3</u> pages(s) are not now needed for the business of this agency or will not be needed after the retention periods specified; and that written concurrence from the General Accounting Office, under the provisions of Title 8 of the GAO Manual for Guidance of Federal Agencies, <input type="checkbox"/> is not required; <input type="checkbox"/> is attached; or <input type="checkbox"/> has been requested.			
DATE 8/12/2009	SIGNATURE OF AGENCY REPRESENTATIVE  Daniel W. Bennett IRS Records Officer		TITLE IRS Records Officer National Office, OS:A:RE:SC Washington, DC 20224
7. ITEM NO.	8. DESCRIPTION OF ITEM OF PROPOSED DISPOSITION	9. GRS OR SUPERSEDED JOB CITATION	10. ACTION TAKEN (NARA USE ONLY)
	<p>RCS 1.15.18 for Records Control Schedule for the Enterprise Computing Center – Detroit (DCC)</p> <p>Future Updates:</p> <ul style="list-style-type: none"> • Adds new Item 65 for the <i>Electronic Tax Administration Marketing Database System (ETAMDB)</i> <p>Item 65 Electronic Tax Administration Marketing Database System (ETAMDB)</p> <p>Sub-Items</p> <ul style="list-style-type: none"> • a. Inputs b. Outputs c. Data d. Systems Documentation <p>RCS 1.15.35 Records Control Schedule for Tax Administration – Systems (Electronic)</p> <p>a.) Add new pointer to Item 65 in RCS 1.15.18</p> <p>The records are owned by Wage and Investment, Electronic Tax Administration (ETA), Refundable Credits, Strategy, Planning and Policy Development Branch and processed by the Detroit Computing Center (DCC).</p> <p>See the attached</p>		

REQUEST FOR RECORDS DISPOSITION AUTHORITY
(See Instructions on reverse)

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JOB NUMBER

N1-058-09-

IRM
1.15.18,
Item 65

Background:

The Electronic Tax Administration Marketing Database (ETAMDB) was originally built at the request of the Assistant Commissioner (ETA) in 1998. It is a DB2 database that resides at the Detroit Computing Center on an IBM mainframe. This national database was created in order for the Electronic Tax Administration (ETA) to profile individual and business return filers to support marketing and communication activities and e-product development for Electronic Filing Programs or other Internal Revenue Service e-initiatives. This application system's data is used to develop demographic reports, track changes in IRS e-initiatives, and define and analyze market segments. Market research is conducted for the purpose of increasing the volume of electronic transactions.

Electronic Tax Administration Marketing Database (ETAMDB)

NEW

Description:

The Electronic Tax Administration Marketing Database (ETA MDB) creates and maintains a national database to profile individual and business return filers to support marketing and communications for e-submissions programs. Wage and Investment's Stakeholder Partner Education and Communication (SPEC) organization and Small Business Self Employed Treasury Enforcement Communication (TEC) organization periodically provide spreadsheets containing IP Code information. The Census Bureau provides the North American Industry Classification System codes.

A. Inputs:

Electronic inputs to the Electronic Tax Administration Marketing Database (ETA MDB) are transferred from the following: Individual Returns Transaction File (IRTF), Business Return Transaction File (BRTF), Tax Return Data Base (TRDB), Modernized Tax Return Database (M-TRDB), IMF and BMF (Entities and Payments), Payer Master File (PMF), Third Party Data Store (ADBTPDS), Applicants Database Electronic Transmitter Identification Number (ADBETIN), Enrolled Agents (EATABLE), ETARAS Database Software Identification (ETRSSID), Northern American Industry Classification (NAICS07 and NAICS03), Preparer Taxpayer Identification Number Third Party Data Store (PTINTPDS)

Disposition: TEMPORARY. Delete/Destroy 3 years after successful entry and verification.

B. System Data:

Data in the Electronic Tax Administration Marketing Database (ETA MDB) contains Individual return characteristics necessary to perform demographic analysis of Internal Revenue Service e-file customers and potential customers. It consists of various data elements extracted from the Individual Returns Transaction File (IRTF), Tax Return Data Base (TRDB), and IMF (Entities and Payments) that include zip code, state, county, city, age, filing status, schedules filed, AGI, EIC, balance or refunds due,

REQUEST FOR RECORDS DISPOSITION AUTHORITY
(See Instructions on reverse)

VE BLANK (NARA use only)

JOB NUMBER

N1-058-09-

filing type, and related ERO information. Taxpayer Identification Numbers are currently included in the file for the purpose of matching future year databases to prior tax year data. In addition, there is also a need to identify tax practitioners (by name, firm EIN or SSN) who file a large volume of returns but a low volume electronically. (EIN and SSN information is only available to those with special permission.) Data from the current processing year and two prior processing years resides in the database.

The Business Marketing database consists primarily of data from the Business Return Transaction File (BRTF). It is supplemented with data from the Modernized Tax Return Database (MTRDB), Electronic Tax Administration Research and Analysis System Database (ETARAS), Legacy Tax Return Database (TRDB), and Business Master File (Entities and Payments) Payer Master File (PMF). The data covers forms such as Forms 706, Estate Tax Return, 709, Gift Tax Return, 720, Quarterly Federal Excise Tax Return, 940 suite, Employer's Annual Federal Unemployment Tax Return, 941, Employer's Quarterly Federal Tax Return, 943 suite, Employers Annual Tax Return for Agricultural Employees, 944, Employer's Annual Federal Tax Return, 945, Annual Return of Withheld Federal Income Tax, 990 suite, Return of Organizations Exempt From Income Tax, 1041, U.S. Fiduciary Income Tax Return, 1065 suite, U.S. Partnership Return of Income, 1120 suite, U.S. Corporation Income Tax Return, 2290, Heavy Highway Vehicle Use Tax and 5227, Split Interest Trust Information and Information Returns. The Business Marketing database will be expanded to hold all Business and Information Returns.

The ETA Marketing Database Shared Tables includes information common to both the IMF and BMF Marketing Databases. It covers data from the following tables. Applicants Database Third Party Data Store (ADBTPDS), Applicants Database Electronic Transmitter Identification Number (ADBETIN), Enrolled Agents (EATABLE), ETARAS Database Software Identification (ETRSSID), Northern American Industry Classification (NAICS07 and NAICS03), Preparer Taxpayer Identification Number Third Party Data Store, (PTINTPDS), and Small Business Self Employed (SBSE).

Disposition: TEMPORARY. Cut off at end of the processing year. Delete/destroy 5 years after cutoff or when no longer needed for administrative, investigative, legal, audit or other operational purposes, whichever is later.

C. Outputs:

Outputs from Electronic Tax Administration Marketing Database (ETA MDB) include a variety of data. Outputs used to develop demographic reports, track changes in ETA programs, support external research projects and define and analyze market segments. Market research is conducted for the purpose of increasing the volume of electronic transactions.

Disposition: TEMPORARY. Cut off at end of fiscal year in which report is generated. Delete/destroy 10 years after cutoff or when no longer needed for administrative, investigative, legal, audit or other operational purposes, whichever is later.

REQUEST FOR RECORDS DISPOSITION AUTHORITY
(See Instructions on reverse)

VE BLANK (NARA use only)

JOB NUMBER

N1-058-09-

D. System Documentation

System Documentation for the Electronic Tax Administration Marketing Database (ETA MDB) consists of codebooks, records layout, and other related materials.

Disposition: TEMPORARY. Delete/destroy when superseded or 5 years after the system is terminated, whichever is sooner.

Exception to
GRS 20.11

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NSN 7450-00-634-4064
PREVIOUS EDITION NOT USABLE

STANDARD FORM 115 (REV. 3-91)
Prescribed by NARA
36 CFR 1228