

From: Card, Rachel

To: Veldran, Katherine <KatherineVeldran@gov.sc.gov>

Date: 12/5/2013 9:28:16 AM

Subject: <draft> State-Provided Identity Protection Service with CSID

Attachments: CSID_SCDOR_Flyer Fact Sheet_10.24.2013.pdf

CSID_SCDOR_FAQs_10.24.2013.pdf

CSID_SCDOR_Messaging_ 10.24.2013.pdf

KV – I was going to forward it from the original message with the attachments for consistency. Let me know your thoughts.

<draft>

Good morning,

Thank you all for your efforts in outreach about the state-provided identity protection services through CSID. We would like to continue these efforts **through January 2014** and would appreciate it if you could reach out in December and January using your previous methods (i.e. customer bills, emails, internal and external websites, newsletters, flyers, and social media). Please reply and let me know if you are able to assist with this and when you could send the information out.

Thanks again for all of your help and let me know if you have any questions.

Regards,

Rachel

From: Card, Rachel

Sent: Thursday, October 24, 2013 10:01 AM

To: 'Rachel Card (rachelcard@gov.sc.gov)'

Subject: State-Provided Identity Protection Service with CSID Now Open For Enrollment

Good morning,

Please find the following CSID/SCDOR resources attached to this email:

1. CSID/SCDOR Flyer Fact Sheet to be distributed, displayed and linked where appropriate.
2. CSID/SCDOR FAQs to be displayed, linked and referenced where appropriate.
3. CSID/SCDOR Message with character length options – to be included in emails, inserts, etc. where appropriate.

Also, the SCDOR news release on CSID Identity Protection service enrollment is below.

Please let me know if you have any questions.

Thanks,

Rachel

Rachel Card

Office of Governor Nikki R. Haley

o. 803.734.0086 | m. 803.587.0286

NEWS RELEASE

State-Provided Identity Protection Service with CSID Now Open For Enrollment

Enroll at SCIDprotection.com or by calling 855-880-2743

Columbia, SC (October 24, 2013) --- Starting today, South Carolina taxpayers impacted by last year's security breach at the SC Department of Revenue are able to enroll for up to one year of identity and credit protection coverage with CSID by visiting www.scidprotection.com or by calling 855-880-2743. Enrollment will remain open until October 1, 2014.

"Eligible individuals are encouraged to enroll with this state-provided service to take advantage of the comprehensive array of identity and credit protections provided. CSID has a dedicated team working to ensure an overall successful enrollment process for the taxpayers of South Carolina," said Department of Revenue Director Bill Blume.

South Carolina taxpayers, their dependents, and businesses who filed an electronic South Carolina tax return between 1998 and 2012 may be eligible for this coverage and are encouraged to enroll with CSID at www.scidprotection.com or by contacting CSID's South Carolina Identity Protection Hotline at 855-880-2743, open 24-hours a day, seven days a week.

For more information, contact:

CSID
www.scidprotection.com
855-880-2743

Helen Murphy
INK Public Relations for CSID
512-382-8988
csid@ink-pr.com

###