

MVD Procedural Quick Update

#113

RE: Recording Customers' Email Addresses in MVD 2.0
Effective date: Immediate

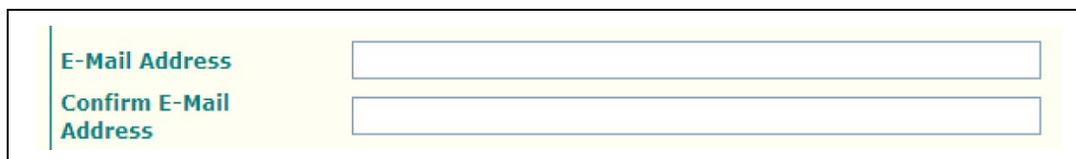
Date: April 21, 2010
To: All MVD
From: Mac Lewis, MVD Policy and Procedures Manager

[This is the latest in a series of procedural updates. These updates deal with specific MVD procedures and practices. Managers and Supervisors should consistently distribute the updates to all personnel and integrate them into regular information and training sessions.]

Effective immediately, MVD agents should ask for and record the customer's email address whenever MVD 2.0 provides the opportunity to do so.

As TRD and MVD seek new cost efficiencies through increased online and other electronic processing of transactions, it becomes increasingly likely that we will begin to use email to communicate with our customers. For that reason, and as we move to implementation of a new Driver/Vehicle computer system, we want to begin to store customers' email addresses as secondary contact information.

MVD 2.0 now gives us the opportunity to enter the customer's email address in the course of most driver and vehicle transactions. Effective immediately, to facilitate future electronic communications with our customers, when MVD 2.0 allows it, MVD agents should always, ask for and enter the customer's email address.



The image shows a sample of the MVD 2.0 screen entry interface. It features two input fields. The first field is labeled "E-Mail Address" and the second field is labeled "Confirm E-Mail Address". Both fields are currently empty.

As the sample MVD 2.0 screen entry above illustrates, you will need to enter the email address twice. You should also be careful to confirm with the customer that the address, as you have entered it, is correct.

If a customer asks what we will do with the email address, explain that:

- we will only use the email address as a secondary method of contacting the customer;
- all of the customer's personal identifying information is confidential and protected from misuse by federal and state privacy protection law; and
- the email addresses in our driver and vehicle records will never be used or made available for commercial purposes.

The customer may not have an email address, or may simply be unwilling (for any reason) to provide an email address for our records. In that case, you may leave the email address entries blank and continue with the transaction.

Field office managers and supervisors should refer any comments or questions regarding this Procedural Quick Update to their Bureau Chiefs, with cc to mac.lewis@state.nm.us. Others are encouraged to direct comments or questions directly to Mac Lewis.
