

Modernizing Fraud Reporting PowerPoint

Franchise Tax Board Meeting

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Slide 1: Modernizing Fraud Reporting

Cherrie Hayes – Filing Division

Joseph Jaco – Filing Division

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Slide 2: Overview: Fraud Reporting System Changes

Goal: Improve clarity, accessibility and engagement

- Increased visibility and updated terminology
- New fraud portal
- Fraud webpages overhaul
- Streamlined fraud reporting process
- Key takeaways

Slide 3: Increased Visibility and Updated Terminology

Improved Fraud Reporting Button Visibility

The previous Franchise Tax Board home webpage is shown. “BEFORE” is stamped in red across the webpage. A red box is drawn around the “Scams” link near the footer.

Previous version of <https://www.ftb.ca.gov/>

Slide 4: Increased Visibility and Updated Terminology

More Prominent “Report Fraud or Identity Theft” Links

The current Franchise Tax Board home webpage is shown. “AFTER” is stamped in red across the webpage. A red box drawn around “Report fraud or identity theft” and “Report fraud Report identity theft” near the footer.

Current version of <https://www.ftb.ca.gov/>

Slide 5: New Fraud Portal

- Fraud landing webpage
- Four fraud types
- Streamlined reporting process
- Improved referral quality

The Franchise Tax Board “Report fraud” webpage is shown.

<https://www.ftb.ca.gov/help/scams/fraud-referral.html>

Slide 6: Fraud Webpages Overhaul

Simplified Content

The Franchise Tax Board “Scams”, “Tax fraud and evasion”, and “Identity theft” webpages are shown together.

<https://www.ftb.ca.gov/help/scams/index.html>

<https://www.ftb.ca.gov/help/scams/tax-fraud.html>

<https://www.ftb.ca.gov/help/scams/identity-theft.html>

Slide 7: Fraud Webpages Overhaul

New Data Breach Webpage

The Franchise Tax Board “Data breach” webpage is shown.

<https://www.ftb.ca.gov/help/scams/data-breach.html>

Slide 8: Fraud Webpages Overhaul

Report Buttons

The “Report tax fraud and evasion”, “Report a scam”, and “Report ID theft” buttons are shown.

Slide 9: Streamlined Fraud Reporting Process

Previous Fraud Referral Application

Screenshots of the previous fraud referral application are shown. “BEFORE” is stamped in red across the webpage.

Slide 10: Streamlined Fraud Reporting Process

Updated Fraud Referral Application

Screenshots of the current fraud referral application are shown. “AFTER” is stamped in red across the webpage.

Slide 11: Streamlined Fraud Reporting Process

Scam Reporting

The “Report a scam” button is shown pointing to the “Report text, phone, or mail scams” webpage. There are two additional boxes shown titled, “Report a text message scam” and “Your contact information”.

Slide 12: Streamlined Fraud Reporting Process

Tax Fraud and Evasion

The “Report tax fraud and evasion” button is shown pointing to the “Report tax fraud or tax evasion” webpage. There are two additional boxes shown titled, “Report an individual person or business” and “Your contact information”.

Slide 13: Streamlined Fraud Reporting Process Identity Theft

The “Report ID theft” button is shown with a red arrow pointing to the “Report identity theft” webpage.

Slide 14: Streamlined Fraud Reporting Process Data Breaches Reported Via Email Only

“Report a data breach” portion of the webpage is shown with a red arrow pointing to “ftbdatabreach@ftb.ca.gov” email address.

Slide 15: Key Takeaways

- Improved user experience
- Streamlined fraud referral
- Focused data breach guidance

Slide 16: Questions?

Slide 17: Public Comment