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Description of document:	The state of South Dakota list of prohibited or banned personalized license plates, procedures for screening personalized license plate applications, and where available, administrative appeals of withdrawn personalized plates, 2012
Requested date:	27-October-2012
Released date:	19-November-2012
Posted date:	28-January-2013
Source of document:	South Dakota Department of Revenue Division of Motor Vehicles 445 East Capitol Avenue Pierre, South Dakota 57501-3185
Note:	Not all requested items were available from all respondents This material from state Motor Vehicle Departments contains references to language and material that some people may find offensive and may not be suitable for all ages.

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November 19, 2012

Sent via email and regular mail

Thank you for your request for the following:

- 1) a "copy of the list of prohibited personalized license plates,..."
- 2) a "copy of the internal instructions to DMV employees..."
- 3) a "copy of each administrative appeal letter from A) applicants whose personalized license plate was rejected, and/or from B) motorists who personalized license plates were reclaimed..."

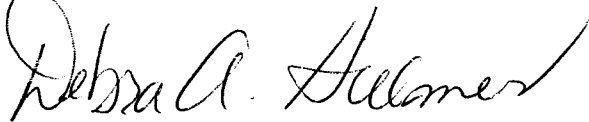
The South Dakota Department of Revenue, Division of Motor Vehicles does not have a formal prohibited personalized license plates list. By statute, SDCL 32-5-89.2, any request of letter combination on a personalized license plate that carries connotations offensive to good taste and decency may be refused. The statute can be viewed in its entirety at <http://legis.state.sd.us/statutes/DisplayStatute.aspx?Statute=32-5-89.2&Type=Statute>.

All applications for personalized license plates are reviewed by assigned Motor Vehicle staff to ensure that the request meets the requirements listed in state law, such as the correct number of letters/ numeral combination and no duplication of existing active license plate. Personalized plate applicants are also required to provide the plate meaning on their application. The staff uses a variety of resources in an effort to ensure that the character combination adheres to decency and good taste. Requested character combinations are subject to urban dictionary listings, reverse viewing, internet searches, and any other resource that may be needed based on the application's listed

meaning to verify its accuracy of representation. If there is any question to the issuance of the plate, the application and any supporting documentation from staff research are reviewed by me as the director of the Division of Motor Vehicles and eventually the department secretary. If approved, the license plate is issued. If denied, the applicant is informed by mail the license plate request is not approved and the license plate will not be issued.

The South Dakota Department of Revenue does not have any administrative appeal letters from January 1, 2010 to present from applicants whose personalized license plate request was rejected or from motorists whose personalized license plates were reclaimed by the Division following a complaint from a member of the public.

Respectfully,

A handwritten signature in black ink that reads "Debra A. Hillmer". The signature is written in a cursive style with a large initial 'D'.

Debra A. Hillmer
Director, Division of Motor Vehicles