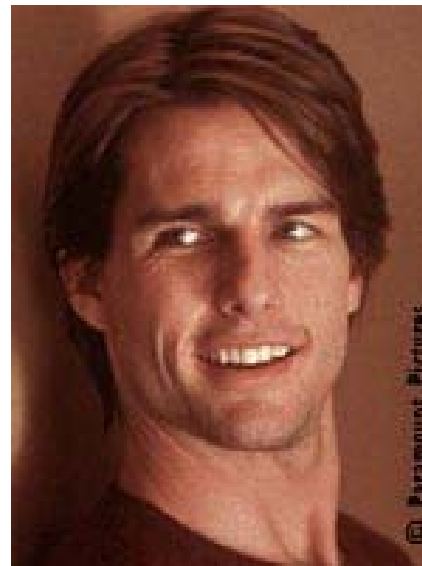


WHAT DO MANY OF US HAVE IN COMMON WITH

- Tiger Woods
- Oprah Winfrey
- Martha Stewart
- Warren Buffet
- Tom Cruise





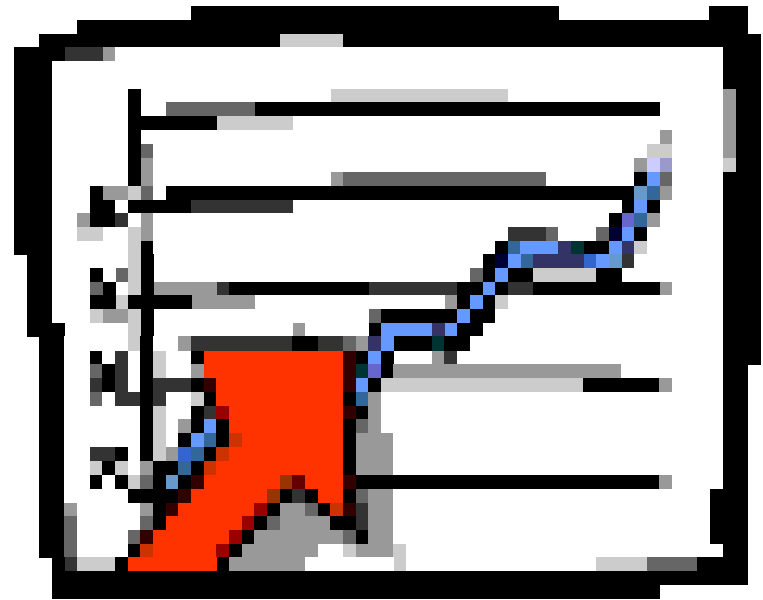
IDENTITY THEFT: protecting ourselves and our clients

Presented by:

**Eric Albert, Rhonda Davis,
Kevin Derr, and Walt Landen**

IDENTITY THEFT NOT A NEW PROBLEM

- Just the Fastest growing
- Calendar year 2002 - - 7 million victims
- Calendar year 2004 - - 9.3 million victims





If somebody breaks into your house you can change the locks. But if someone takes your identity, what do you do? There is no simple fix or repair



FEDERAL TRADE COMMISSION

1 out of every 8
Americans will be a
victim of identity theft

CALENDAR YEAR 2004

9.3 million victims

\$54 billion economic loss



WHAT IS IDENTITY THEFT?

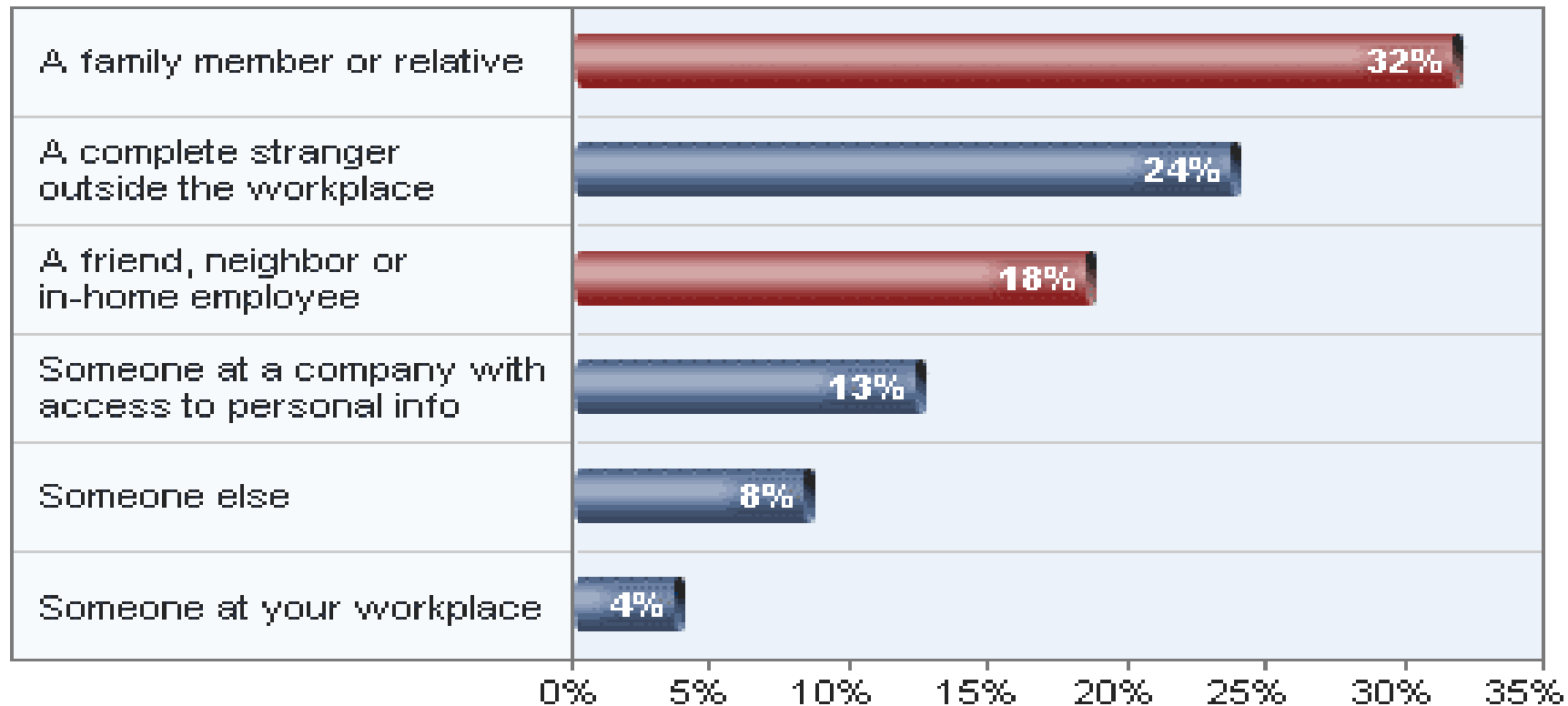
- **Use of personal information of another**
- **Without permission**
- **To obtain something**
- **Can be anything not limited to money, credit, goods, services**



WHO IS THE THIEF?

The identity thief you know


Identity-theft victims who learn the thief's identity most often say their personal information was stolen by someone they know well – a relative, friend, neighbor or in-home worker.



Source: Javelin Strategy & Research, 2004



SOME INTERESTING FACTS ABOUT MY FRIEND THE THIEF

- 
- **50% of identity thieves are repeat offenders**
 - **5% is the average arrest rate (2002)**
- 

HOW WAS THE DISCOVERY MADE BY THE VICTIM?

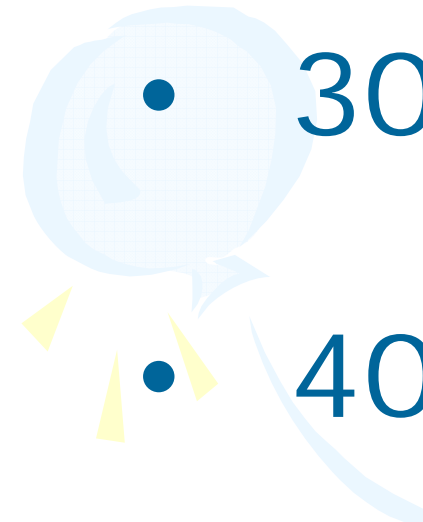



85% Learned from an adverse situation –

- Denied credit or employment**
- Notification by police or collection agency**
- Receipt of credits cards never requested**
- Receipt of merchandise never ordered**
- Receipt of credit card statement with charges for merchandise not ordered**



WHO ARE THE VICTIMS?

- 16 to 29 year olds – 28%
 - 30 to 40 year olds – 28%
 - 40 to 50 year olds – 22%
 - Over 50 years old – 22%
- 
- 

HOW THE IMPERSONATOR USES YOUR IDENTITY

- Credit card fraud – 42%
- Telecommunications or Utility Services – 20%
- Bank fraud -13%
- Employment – 9%
- Fraudulent loans – 7%
- Government benefits – 6%
- Other – 3% (evading legal action, obtain medical services, trade securities, declaring bankruptcy)

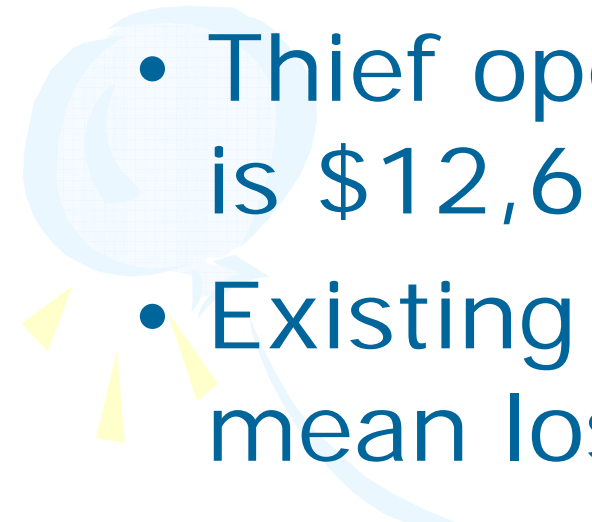
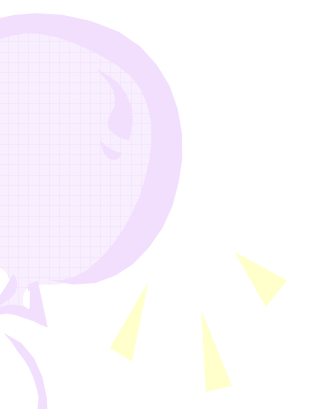


VICTIMS UNAWARE FOR MANY MONTHS

- Today discovered within 2 months – 45%
- Unaware of theft for over 5 years – 5%
- On average, 12 months elapsed between the date the identity theft occurred and when the victim discovered it.



\$ AMOUNT OF LOSS

- Existing credit card - mean loss is \$5,803 per victim
 - Thief opens new account – mean loss is \$12,646
 - Existing check and savings account mean loss is \$9,912.
- 
- 

COST OF IDENTITY THEFT



- Cost to business community \$12 B
PLUS
- Investigative cost \$17,000. per case
PLUS
- Prosecution cost \$11,500. per case
PLUS
- Victims now spend an average 600 hours
trying to recover. 3 years ago it was 175
hours.

PREVENTION

- There are several steps we can take to help us from becoming a victim of identity theft.





Thirteen

Simple Steps

Simple Steps

1. YOUR WALLET: a wealth of information

- Carry only the cards you actually need. Do you really need to carry your
- Social Security Card?
- ATM Card?
- Credit Cards?
- Checks?





2. MAKE IT UNIQUE

- Choose a Personal Identification Number that is different from:
 - Your phone number
 - Digits in your SS#
 - Address
 - Birth Date
 - Any information that is easily accessible



1234

3. CHANGE PASSWORDS FREQUENTLY

- Change passwords frequently!
 - Don't use your pet's name or spouse's name
 - Don't use any part of your birth date, address, or social security number
 - Don't use words found in the dictionary
- Do use a combination of letters and numbers
 - Ex: H0use4saLe
- Don't opt to "Save Password" for automatic login to websites

4. KEEP IT IN MIND

- Memorize your Personal Identification Number (PIN) AND passwords
- Do not write PIN on your card
- Do not keep PINS or PASSWORDS in your wallet



5. WATCH YOUR BACK

- Be aware of people who are eavesdropping or watching you enter your PIN



6. SHRED THE EVIDENCE

- Reasonably Priced
- Crosscut vs. Straight Cut



7. OPT OUT

➤ Preapproved credit card offers are easy targets

➤ 1-888-5OPT OUT



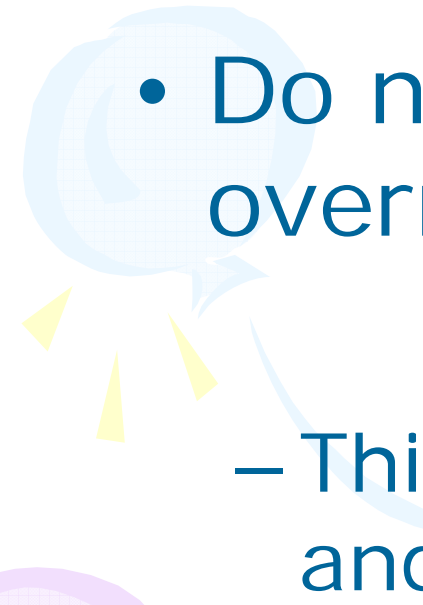



8. YEARLY CREDIT REPORTS

- ONE ANNUAL CREDIT REPORT FREE
- Annual Credit Report Request
 - On line – www.annualcreditreport.com
 - By telephone – 877-322-8228
 - By mail – Annual Credit Report Request
P.O. Box 105283
Atlanta, Georgia 30348-5283



9. COLLECT YOUR MAIL



- 
- Do not leave mail in your mailbox overnight or on the weekends
 - Thieves can change your billing address and take control of your account(s)
- 

10. DON'T GIVE OUT YOUR SSN

- Do not give out SSN, credit card numbers or bank account numbers unless
 - You know who you are dealing with and it is,
 - For a good reason **AND**
 - Is required.
- Many institutions now issue ID numbers rather than use the SSN



11. LOOK FOR THE LOCK

- Don't provide unnecessary information!
 - Keep a low profile online to reduce your risk
 - Opt not to be included in directories
 - Look for the padlock!
 - Ensure a secure connection with the server
- 
- 



WELCOME ADDRESS ITEMS WRAP SHIP PAY PLACE ORDER

Select a payment method and create a password

You're almost done! Please enter your credit card number below. We also accept [Purchasing Cards](#) and Check Cards. ([Why this is safe.](#)) If you prefer to give the number to us by phone, enter only the card's last five digits. After you have completed your order, we'll e-mail you the phone number to call to provide your full credit card number. You may also pay by check ([why this takes longer](#)) or with an Amazon.com gift certificate.



| Payment Method | Credit Card No. | Expiration Date | Cardholder's Name |
|--|----------------------|-----------------|----------------------|
| <input checked="" type="radio"/> Visa | <input type="text"/> | 01 2003 | <input type="text"/> |
| <input type="radio"/> Amazon Credit Account Learn more | <input type="text"/> | Does not expire | <input type="text"/> |

Note: Using an Amazon.com Visa Card? Select Amazon.com Visa. Using a Visa Check Card? Select Visa. Using a Eurocard or MasterMoney card? Select MasterCard.

Pay by check or money order
(or check funds on account)

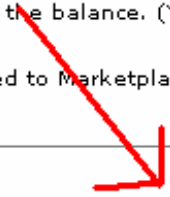
Want to pay by purchase order? [Learn more about our Corporate Accounts program.](#)

Do you have a gift certificate or promotional claim code?

Enter code:

If your gift certificate or promotional claim code doesn't cover the cost of your order, we will use the card you enter above for the balance. (You may not pay by check in this case.) [Find out more about gift certificates.](#)

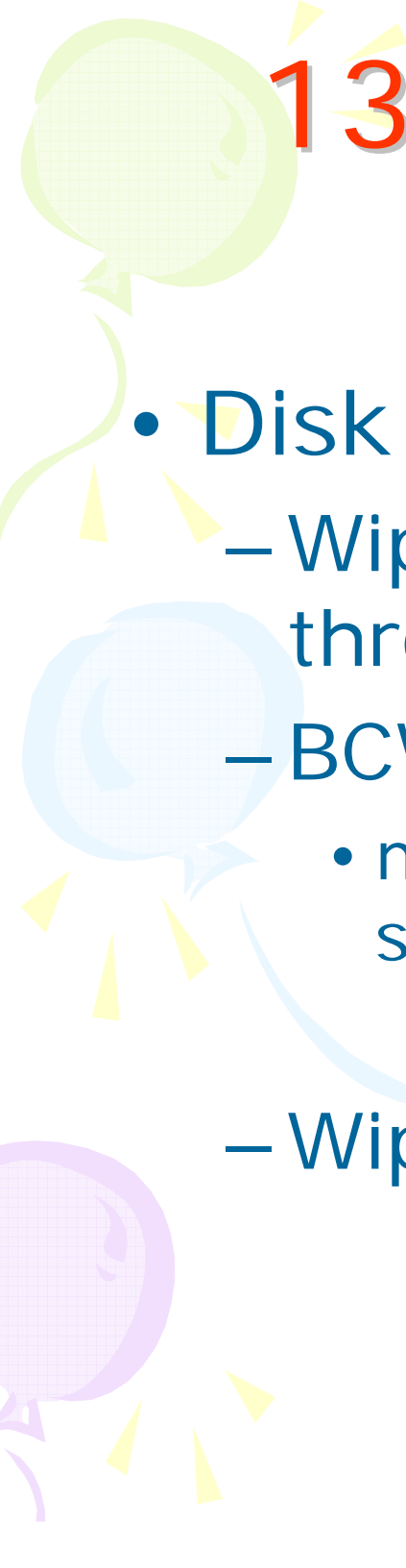
Please note: Gift certificates can be applied only to items shipping from Amazon.com. Promotional coupons cannot be applied to Marketplace items. Gift cards cannot be applied to orders containing Marketplace items or to orders shipped outside the United States.





12. KEEP SOFTWARE UPDATED

- **Update computer software**
 - Get all the latest security patches
- **Get virus protection**
- **Install a firewall**



13. DISCARDING YOUR COMPUTER

- Disk Shredders

- Wipe your hard drive clean before you throw away, give away, or sell

- BCWipe www.jetico.com

- meets Department of Defense computer security standards

- WipeDrive www.whitecanyon.com

IF YOU BECOME A VICTIM...



1. Contact the 3 Major reporting agencies:

2. Contact the creditors or banks for any accounts that may have been tampered with or opened fraudulently

3. If you know where the theft took place file a report with the local police in that community



VICTIM CONSEQUENCES FOR FAILURE TO PROMPTLY TAKE ACTION





FAILURE TO PROMPTLY REPORT

- ATM CARDS, DEBIT CARDS, & ELECTRONIC FUND TRANSFERS
 - Electronic Fund Transfer Act
 - Report within 2 days loss limit = \$50.
 - Report between 2 and 60 days loss limit = \$500.
 - Report after 60 days no limit

FILE COMPLAINT WITH FTC & APPROPRIATE AGENCY

- FTC's identity theft hotline
 - Toll-free 1-877-438-4338
- BANKS –
 - FDIC – State chartered banks
 - -toll free 1-800-934-3342
 - Federal Reserve System –
 - -1-202-452-3693
 - CREDIT UNIONS –
 - -1-703-518-6360

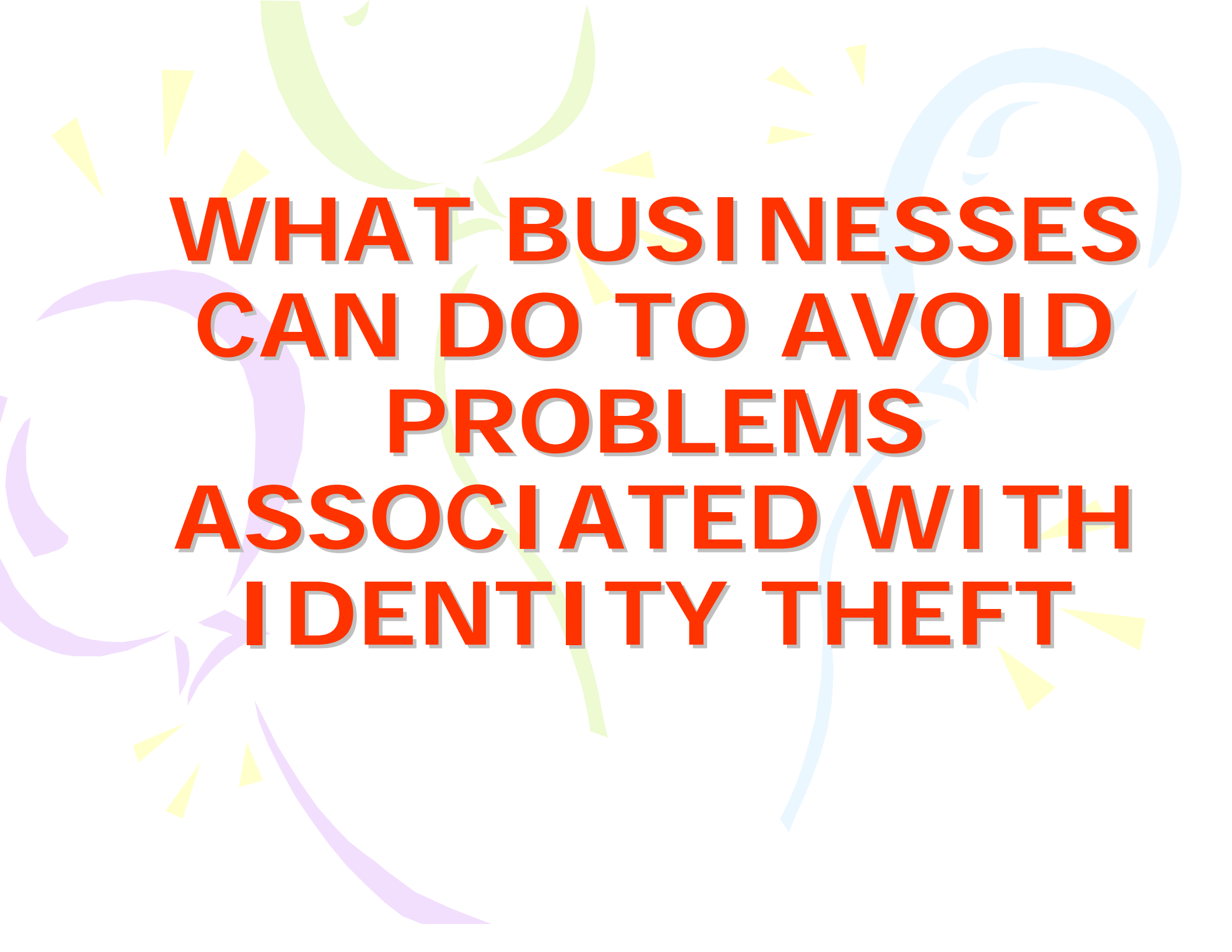
FILING THE COMPLAINT CONTINUED

- DRIVER'S LICENSE – state DMV
- MAIL THEFT – U.S. Postal Inspection Service @
www.usps.gov/websites/department/inspect
- SOCIAL SECURITY NUMBER THEFT AND MISUSE -1-800-269-0271
- IRS - TAX FRAUD – 1-800-829-0433

NOT JUST INDIVIDUALS BUT BUSINESSES ARE AT SUBSTANTIAL RISK





- Businesses lose billions of dollars every year from computer crime and credit card fraud that are linked to identity theft.

The background features several large, overlapping, curved shapes in shades of green, purple, and light blue. Scattered throughout are numerous small, yellow, triangular shapes, some pointing towards the center and others pointing outwards, creating a dynamic and celebratory feel.

**WHAT BUSINESSES
CAN DO TO AVOID
PROBLEMS
ASSOCIATED WITH
IDENTITY THEFT**

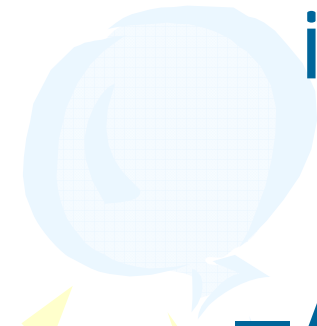
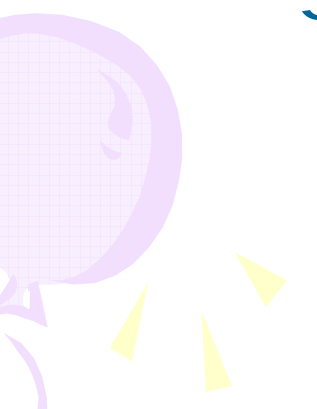


1. SCREEN EMPLOYEES

- - Develop a process to screen employees who have access to personal information, even if they are part-time.
 - Screen the cleaning service and temporary firms that are used.
- 
- 



2. SECURITY MEASURES

- 
- Consider placing photos on your business cards, employee identification cards and badges.
 - Adopt secure methods for disposing of personal information, such as using shredders.
- 

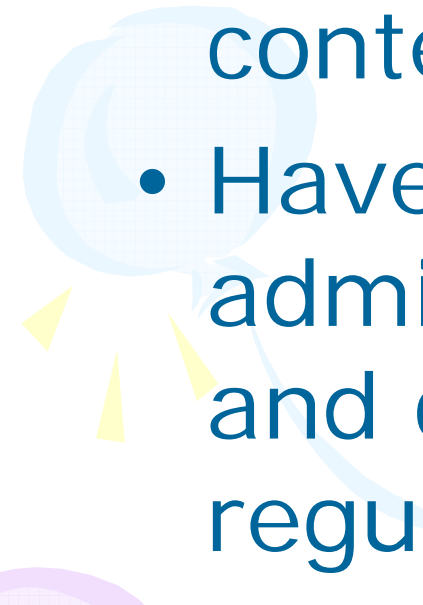



3. IS THE INFORMATION COLLECTED NEEDED?

- Rethink type of information really needed from customers and employees. Less might be better.
- Keep current paper applications/customer forms secure and dispose of old applications properly (shredding).



4. LIMIT ACCESS

- Limit access to authorized **INDIVIDUALS** (logins/passwords, content rights)
 - Have computer system administrators encrypt all data stores and check system for security holes regularly.
- 
- 

Additional Resources

- Federal Trade Commission
 - www.consumer.gov/idtheft
- Identity Theft Center
 - www.identitytheft.org
- Privacy Rights Clearinghouse
 - www.privacyrights.org
- PA DO-NOT-CALL LIST
 - 1-888-777-3406

**CONTACT INFORMATION
FOR
VICTIMS OF IDENTITY THEFT**

Annual Credit Report Request

On line – www.annualcreditreport.com

By telephone – 877-322-8228

By mail – Annual Credit Report Request
P.O. Box 105283
Atlanta, Georgia 30348-5283

NOTE – reports are free. If requested to pay you are not at the official location.

Banks and Checks

Determining if someone has opened a bank account in your name, contact Chex Systems, Inc.

On line – www.chexhelp.com

By telephone – 800-428-9623

By FAX – 602-659-2197

By mail – Chex Systems Inc
Attn: Consumer Relations
7805 Hudson Road, Suite 100
Woodbury, MN 55125

Action for lost or stolen checks –

1. Stop check and or close account
2. Ask bank to notify Chex Systems, Inc. This service notifies business not to accept checks on the flagged account.
3. Notify TeleCheck – this service notifies retailers who use their databases not to accept your checks. Number is 800-710-9898 or 800-927-0188.
4. Contact SCAN to determine if checks have been passed. The number is 800-262-7771.

Bankruptcy

Determining if someone has filed for bankruptcy in your name – contact U.S. Trustee where you think bankruptcy may have been filed. A list of U.S. Trustees can be found at www.usdoj.gov/ust.

File a complaint with the Federal Trade Commission

On line – www.ftc.gov

By telephone – 877-438-4338

By mail – Identity Theft Clearing House
Federal Trade Commission
60 Pennsylvania Avenue
Washington, D.C. 20580

File a fraud alert with the three major credit reporting agencies. Call one of the numbers listed below. The company you call is required to notify the other two.

Equifax – 800-525-6285 or www.equifax.com.

Experian – 888-397-3742 or www.experian.com.

Transunion – 800-680-7289 or www.transunion.com.

National Do Not Call Registry – 888-382-1222

PA DO-NOT-CALL LIST - 888-777-3406

Postal Fraud

Report to local postmaster

Opt out of receiving offers of credit in the mail – 888-567-8688

Social Security number misuse

On line – www.socialsecurity.gov/org

By telephone – 800-269-0271

Social Security verification of reported earnings

On line – www.socialsecurity.gov/org

By telephone – 800-722-1213