



# Your Identity Is Your Business

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## Protecting It Is Ours.

In a market overflowing with solutions that focus on credit and promote self-help, ID TheftSmart's licensed investigators **simply do more**. Our depth differentiates us **and** the organizations that offer our help when needed. Our investigators have thousands of hours of experience – **more than any other company in the industry** – helping people to determine the extent of their exposure to risk, and to restore their identities to pre-theft status as quickly and efficiently as possible.

ID TheftSmart investigators will do the bulk of the work for a fraud victim. Not as a 'counselor' ... not alongside ... not in conjunction with ... but as an advocate *on their behalf*.

Our licensed investigators handle identity theft issues with a three-staged defense. They attack the issue before, during, and after someone becomes the victim of identity theft. This multifaceted approach allows all members to benefit from the experience and expert consultation provided by the investigators. They address the issue of privacy and best practices before an event, action after a data exposure, and restoration services in the unfortunate event of an identity theft occurrence. Protection, Detection, and Restoration.

### PROTECTION

> Immediate and direct access

- Consultation on best practices for managing Personal Identifying Information (PII)
- Provide safety guidelines for communicating and interacting online
- Provide cardholders information about their rights under federal and state laws
- Consult on best practices for consumer privacy
- Access to a person advocate if identity theft occurs

### DETECTION

> Analyze, consult and prepare

- Provide an action plan when information has been compromised
- Help interpreting and analyzing credit report
- Fraud alert assistance
- Credit freeze consultation
- Provide personal assistance when suspicious issues when extend beyond initial findings

### RESTORATION

> Resolve and Restore

- Confirm identity fraud and identify its nature and scope
- Assist in obtaining a police report
- Provide tri-merged credit report and perform full non-credit searches
- Work on behalf of cardholders until all identity theft issues have been verifiably resolved
- Place seven year fraud victim statements with credit reporting agencies when applicable

#### Did you know?

8,400,000 Americans reported being victimized by identity theft this year alone!

#### Did you know?

Only 19.6% of identity theft is credit related.

#### Did you know?

10% of surveyed victims spent at least 55 hours resolving identity theft issues and 5% spent at least 130 hours