

# PERSONAL IDENTITY THEFT PROTECTION



Is someone pretending to be you?

# Overview



Identity theft costs businesses and individuals nearly \$60 Billion last year. USA ID Recovery offers a Fully-managed, Family solution. The heavy lifting is completed by the experts rather than the victim.

Upon the discovery, the victim will call the toll free number and a Certified Recovery Advocate will be assigned. A personalized recovery plan will be implemented to restore the victim's identity to pre-theft status.

Additional ID Protection services can be included, such as Internet Monitoring, Lost Wallet Services, and a \$25,000 Expense Reimbursement feature.



# Roadmap



Why ID Theft  
Protection?



The Details



The Solution

# Why ID Theft Protection?

- GLBA of 1999
  - Privacy Rule of 2000
  - Safeguards Rule of 2003
- Red Flag Rule of 2008



Compliments your ISP (Information Security Plan)

Compliments your ITPP (Identity theft Prevention Program)



# Why ID Theft Protection for Your Customers?



The Equifax hackers now have access to:

- Names
- Social Security #s
- Birth Dates
- Addresses
- Driver's License #s
- Credit Card Info





# Understanding the Problem

According to a recent Javelin Report, 15.4 million consumers fell victim to identity theft in 2016, a 16% rise from the previous year.

Account takeover increased 61% in 2016 to \$2.3 billion.

41% of ID Theft victims (without coverage) reported spending between 47 and 100 hours trying to resolve the issue. On average, victims incurred \$1,800 in expenses related to restoring their ID.

28,000 victims per day - 20 victims per minute - new victim every 3 seconds.

47% of victims have difficulty getting credit or a loan as a result of identity theft.

Note: Recent Equifax breach affected 145 million Americans. Much of the data the hackers possess, such as names, SS numbers, birth dates and driver's license numbers cannot be changed by consumers in order to protect themselves.

# Target Audience



## Automotive Dealerships

Identity theft occurs in at least 1 in 4 people will experience ID Theft.

Good chance that almost everyone entering the dealership knows someone or have themselves been involved in a data breach.

Being a victim of ID Theft can be one of the most troubling situations a person can experience when they have no plan in place. Years of hard work can be wiped out in an instant.

IRS has delayed 44,000,000 tax refunds because of identity theft.



# Program Objective

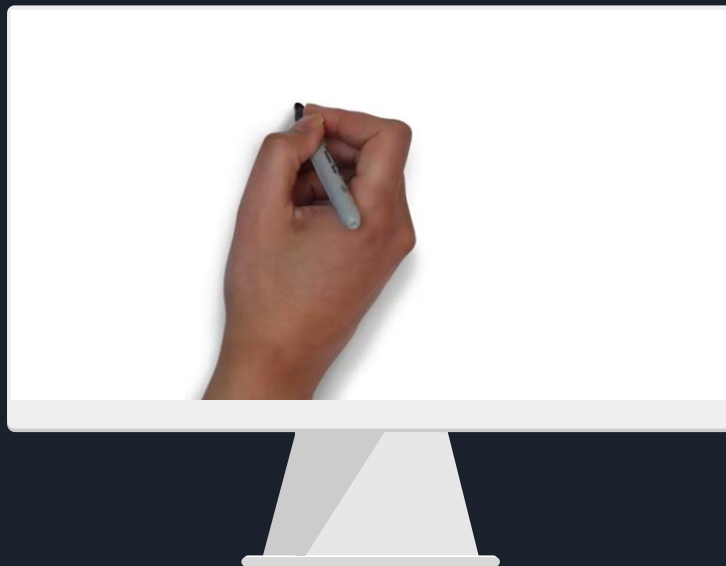
1. Provide revenue potential for the Dealer
2. Strengthens customer loyalty by providing valuable protection services in a highly regulated industry
3. Safeguards customers' personal information
4. Protect the good name of the dealership and differentiate you from the competition
5. Mitigates exposures to class action lawsuits (helps mitigate exposures of FACTA and satisfies components of the Red Flag Rule)
6. Provides peace of mind







# 1 Minute Explainer Video



# Available Program Features

- Fully Managed, Family Identity Theft Restoration
- Lost Wallet Service
- Security Freeze
- \$25,000.00 Expense Reimbursement
- Internet Monitoring
- Public / Private Database Address Monitoring
- Black Market Surveillance



# Scope of Coverage



- Customer
- Spouse or Domestic Partner
- Children Under the Age of 25
- All dependents sharing the same permanent address
- As well as those in a nursing home, hospice or deceased 12 months or less
- No limit on family size



# Service Description Summary



- Identity experts are available 24 hours a day, 7 days a week.
- Recovery Advocate develops a Personalized Recovery Plan.
- Advocate documents, disputes, and reverses all fraudulent transactions.
- Covers ID theft with no family fraud or other exclusions.
- Identity is restored to pre-theft status.
- Unlimited restorations.

One of your greatest assets:  
... your identity.



Safeguarding your customers' futures.