Assisting Victims of Identity Theft

NASS Business
Identity Theft Forum

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Presented by:

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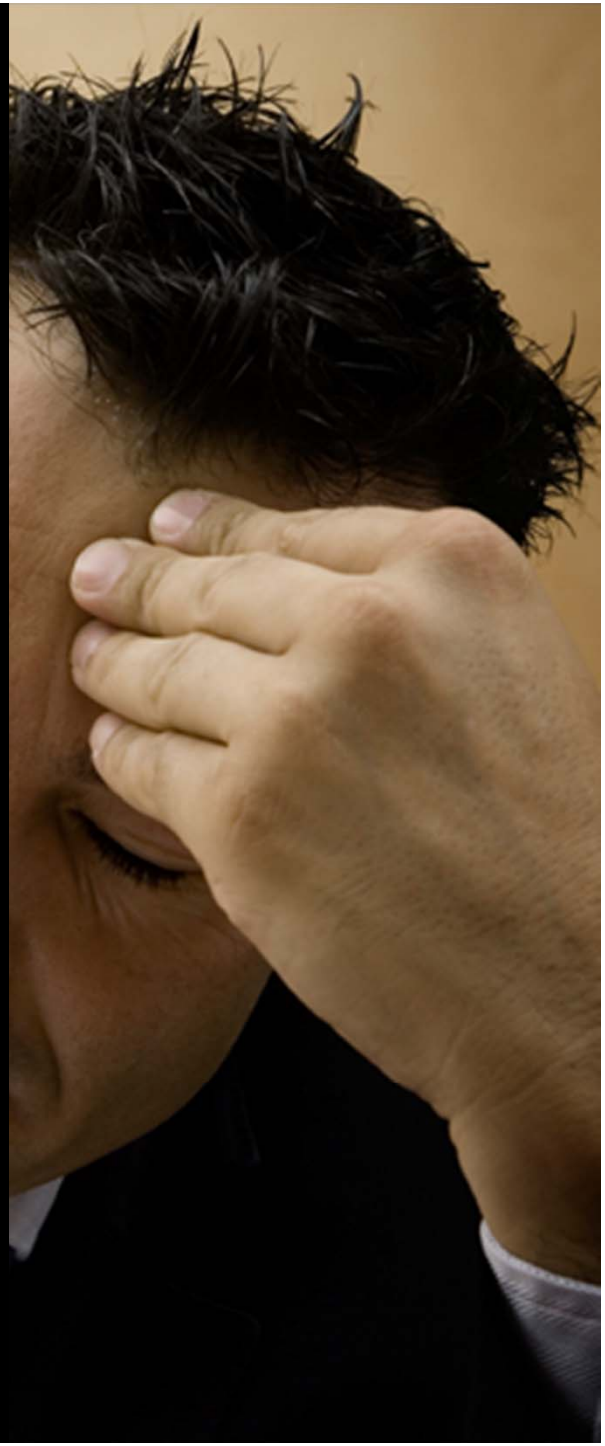
INVISUS® Protection for the Digital Age

Real Businesses.
Real Fraud.



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Protection for the Digital Age

Limited Protection for Businesses.

- Fewer fraud protections from FI's
- A business is not a "person"
- "Zero Liability" exclusions on personal CCs
- ID theft services, insurance exclusions

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The Impact on Business Owners.

Personal/Business intertwined:

- Personal ID Theft
- Loss of Income
- Personal Liabilities
- Federal, state tax liabilities
- Personal credit problems

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The Impact on Business Owners.

Recovery time, expense:

- Average 150% higher cost *(Javelin Research)*
  - Legal costs, no zero liability

INVISUS® Protection for the Digital Age

Private Sector Solutions.

Why we developed a solution:

- Our clients needed answers, solutions
- Nothing addressed unique needs of businesses
- Businesses are excluded from virtually all ID theft solutions on the market

Private Sector Solutions.

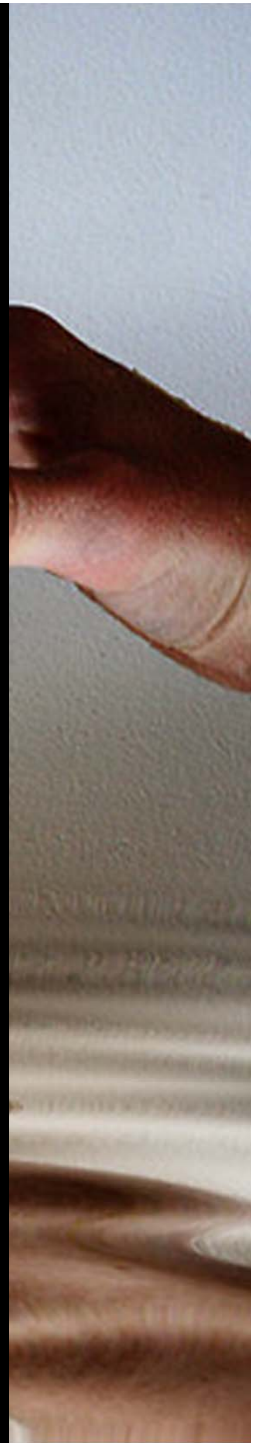
Prevention:

- Education, awareness
  - Led perhaps by banks, credit card co's.
- Help create prevention "best practices"
- Monitoring

Private Sector Solutions.

Assistance for victims:

- One-on-one expert guidance
  - Recovery plan
- Work to minimize:
  - Lost productivity
  - Recovery time
  - Financial impact



Thank you.