



# EVERY TWO SECONDS

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The Financial Institution's Guide to  
Protecting Customers from Identity Crimes

# Don't lose your customers to identity crimes.

Every 2 seconds, an identity fraud occurs in the United States.\*

Fraud can rob your financial institution of customer loyalty, especially if you are not prepared.

Your customers come to you for financial expertise, and they expect you to bring them certain levels of protection.

They trust you to secure their finances and to be the source for identity protection. This means that fraud protection should be part of your service offering.

**Protecting your customers' identities is now part of delivering on customer expectations and growing brand loyalty.**

It's time for your financial institution to evaluate how it protects your customers in this new age of identity security.

This e-book was created to empower financial institutions with information needed to understand the current state of identity crime and offer comprehensive fraud protection solutions for customers.

\* Javelin 2014 Identity Fraud Report



# Fighting Back Against Identity Thieves

<b>UNDERSTANDING IDENTITY CRIMES</b> .....	<b>5</b>
<b>WILL YOU BE READY FOR FRAUD?</b> .....	<b>8</b>
<b>OUR CUSTOMER SERVICE TEAM</b> .....	<b>12</b>
<b>IT STARTS WITH YOU</b> .....	<b>14</b>
<b>ONGOING EDUCATION</b> .....	<b>15</b>
<b>TAKE THE NEXT STEP</b> .....	<b>16</b>



# 13.1 Million

consumers suffered identity fraud in 2013, totaling \$18 billion in losses.\*



\*ITRC 2013 Breach Report



# Think you know everything about identity crimes? Think again.

## Understanding Identity Crimes

Today's "identity crimes" come in all shapes and sizes and continue to evolve daily. Such crimes can be broken down into the following three categories:

- Lost/Stolen Personally Identifiable Information (PII)
- Identity Fraud
- Identity Theft

Identity crimes are extremely disruptive. They start with lost or stolen personal information. When that information is used, an identity crime has occurred. Victims of identity crime report feeling frustration, anger and even embarrassment as their lives are turned upside down. Understanding the identity crime spectrum is critical to helping your customers protect their identity.



## Lost/Stolen PII

Social Security Number, Date of Birth, Credit Card Information

**1 in 3** breach victims became victims of fraud in 2013\*

**91,982,172** personal records were exposed through breaches\*\*



## Identity Fraud

The use of an existing financial vehicle (credit card, checking account number, bank account number) to steal funds

**9** hours spent resolving the fraud\*



## Identity Theft

Use of PII to commit fraud or other crimes

New accounts are created using the stolen identity

**\$3 billion** annual losses

**26** hours spent fighting a single event\*

\*Javelin 2014 Identity Fraud Report | \*\*ITRC 2013 Breach Report



# Risks can be where your customers least expect.

Identity crimes happen to everyone. No matter who your customers are, their PII is at risk every day. Just as technology is constantly evolving, fraudsters are always working on new ways to steal information.

This is why your financial institution must understand how to properly manage protection of customers.

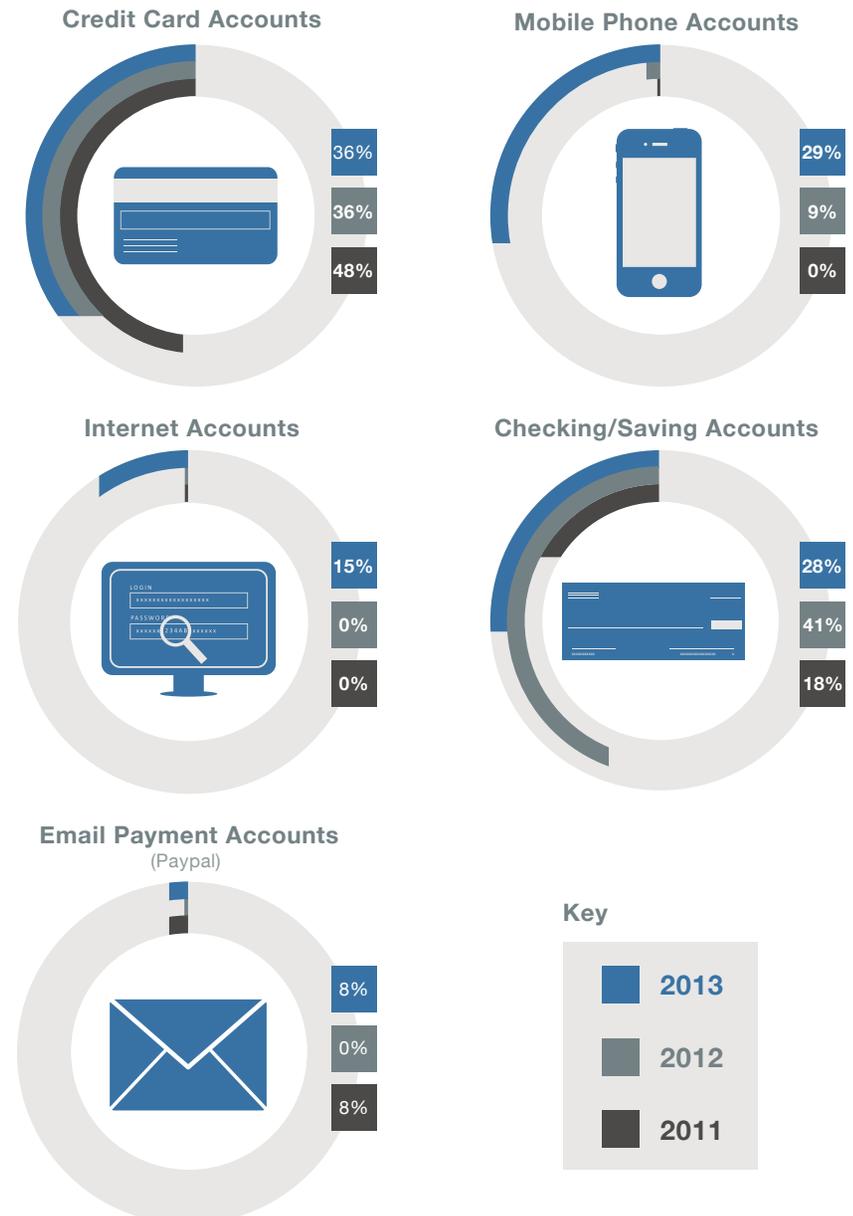
Here's where customers most commonly get scammed, hacked and defrauded:

- Dumpster diving
- Phishing
- Lost phone
- Online shopping
- Stolen wallet
- Data breach
- Mail theft
- Change of address

Utility and Internet accounts are the latest trend in fraud. Your customers are vulnerable and need a comprehensive solution to fraud – **this is where you can be a hero.**

## Types of Accounts Taken Over (2011–2013)

(Percentage of Consumers)





# 20%

- of identity theft victims were between the ages of 20 and 29\*
- of identity fraud victims were between the ages of 50 and 59\*



\*ITRC 2013 Breach Report



# Will You Be Ready for Fraud?

Protecting your customers with customized solutions is the answer. EZShield can help.

Your customers will come to you when they experience fraud related to checking, debit cards, ACH, online banking and other accounts. But what about areas outside of your financial institution?

**Your customers won't accept a "that's not what we do" response.**

Being prepared means having comprehensive solutions that don't burden your system while delivering the absolute best customer experience possible. A partnership with EZShield lets your customers know that you value the security of their personal information. Our comprehensive services cover the gamut of identity crimes to help:



Secure



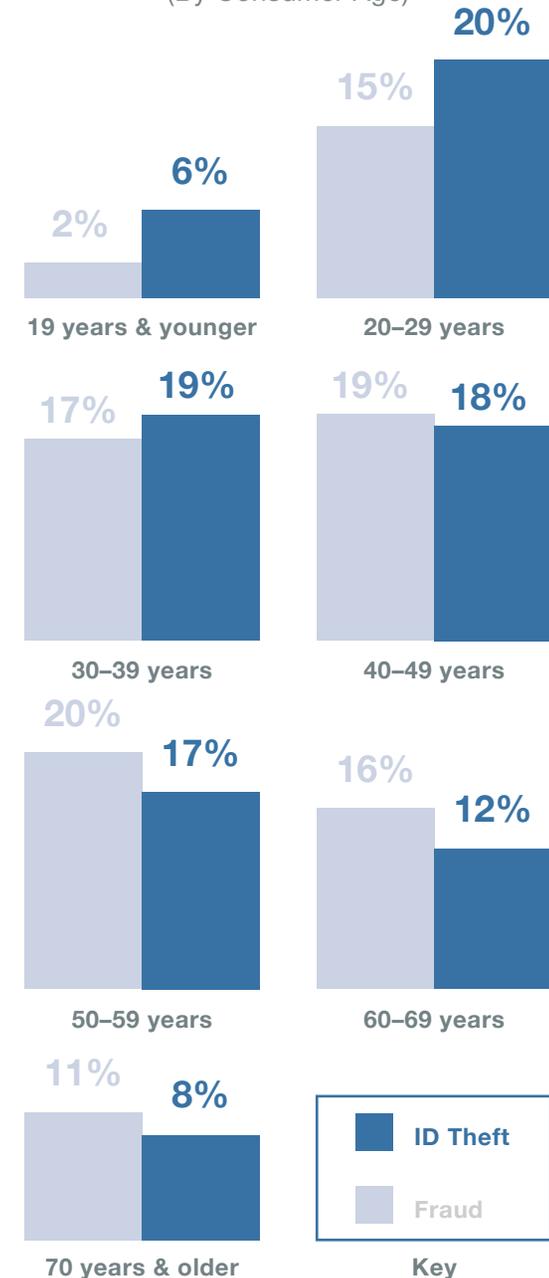
Monitor



Restore

## How Fraud Affects Your Customers

(By Consumer Age)





**Secure**



**Monitor**



**Restore**

## Protect your bottom line by securing their identity.

Preventing account-related fraud can save millions for financial institutions, so it's vital to mount effective — and broad-ranging — customer protection efforts.

In a global study across 17 countries that included more than 5,200 consumers, greater than 20 percent reported that they will stop using, or switch from, a card impacted by fraudulent activity.\*

We provide the tools to keep their PII safe, including:

- Tailored education and fraud prevention tips
- Monthly activity report
- Breach alerts
- Secure online wallet and vault

EZShield helps you and your customers stop fraudulent activity before it starts, saving time, money and frustration.

\*ACI Worldwide and Aite Group, 2012



## Early detection of fraud or suspicious activity is crucial.

Fraudsters use many forums to obtain personal and confidential information. EZShield constantly monitors activity and provides regular detailed reports to your customers, including:

- Credit monitoring
- Internet monitoring
- Public records monitoring

You want your customers to feel comfortable using your financial institution's products and services. We help you provide that peace of mind because we're always watching. From publicly available information to the Internet's black market, we're on the lookout for red flags.



Secure



Monitor



Restore



Secure



Monitor



Restore

## Putting your customers back in control.

We call it End2End Defense<sup>SM</sup> – a 32-step process that starts with a dedicated resolution specialist to walk your customer through the entire process. A few of these critical steps include:

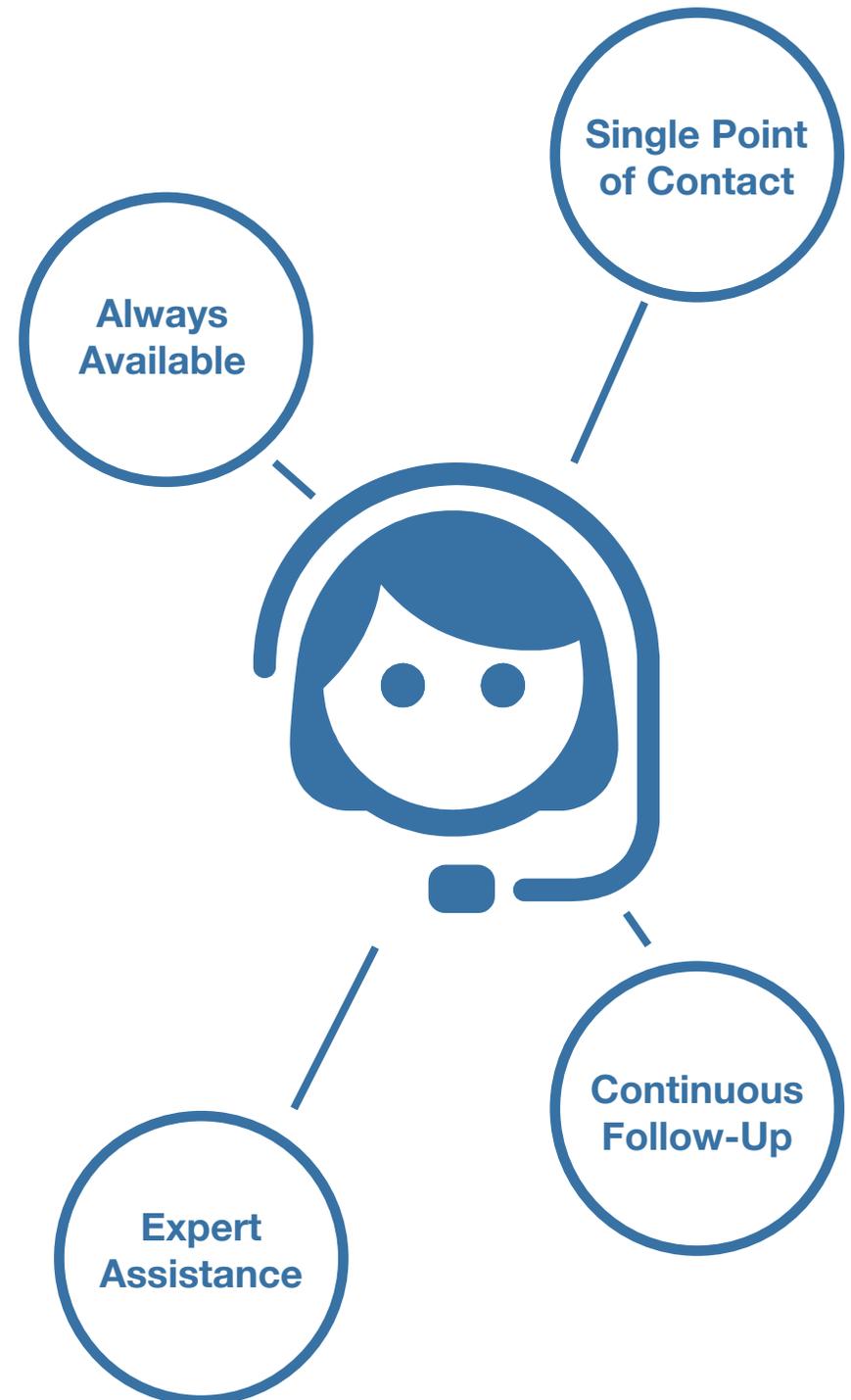
- Updating online passwords
- Replacing checks
- Replacing debit card
- Opening new accounts as necessary
- Long-term monitoring in the event of fraud
- Dispute charges
- One point of contact

A partnership with EZShield means delivering peace of mind to your customers, right when they need it most.

# Our Customer Service Team

When fraud happens, our team of resolution experts walks your customers through the process to get their life back on track and help prevent the issue from happening again.

- **Always available**
  - 24/7/365 customer support
  - U.S.-based redundant service locations
  - Multilingual Spanish and French support
- **Single point of contact**
  - Customers aren't passed around
  - One resolution specialist for each case
- **Expert assistance**
  - Industry memberships and certifications maintained annually
  - Average tenure for senior specialist: 7 years
- **Continuous follow-up**
  - Specialists have a servicing profile, not selling
  - Fully managed support





29%

of fraud occurrences targeted utilities/mobile phone accounts in 2013, soaring from 9% in 2012\*.



\*ITRC 2013 Breach Report



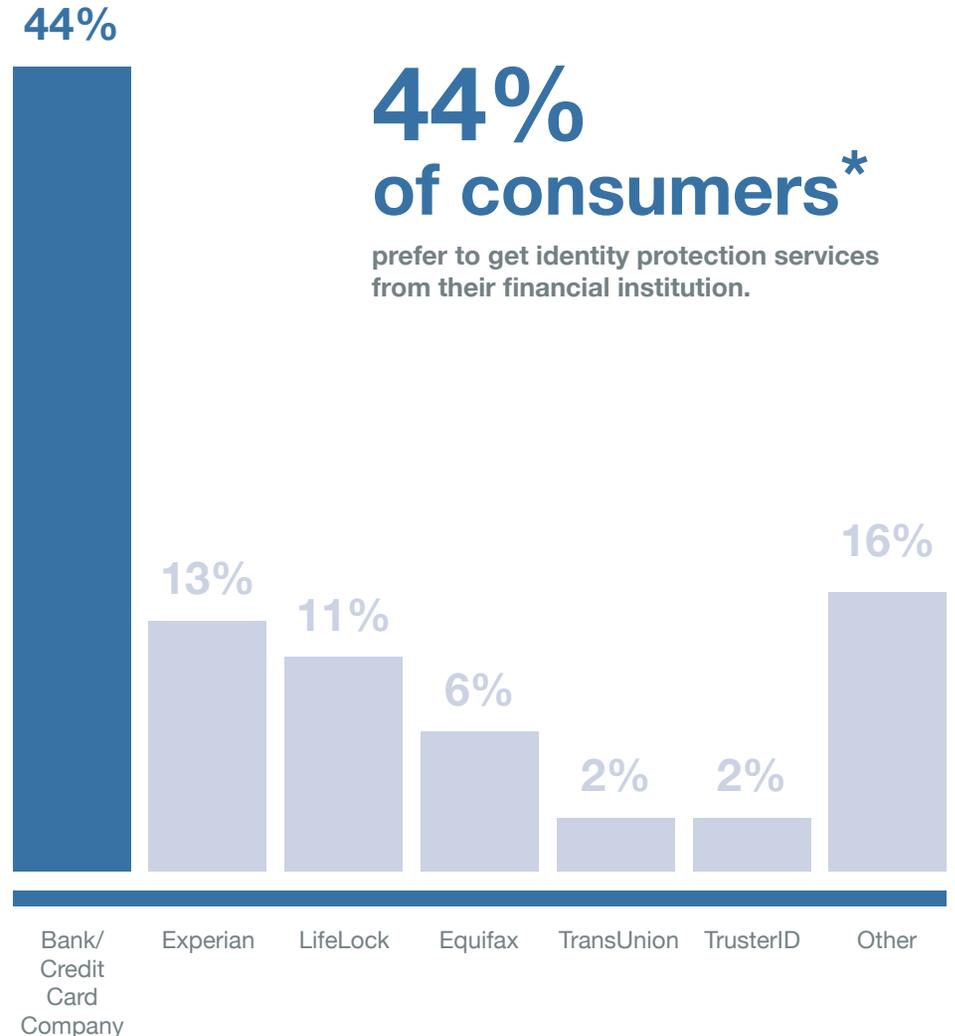
# It Starts With You

Consumers rely on their financial institutions to supply comprehensive identity protection services. Can you meet their expectations? EZShield helps you create an integrated communications program with custom imagery and messaging – all branded to your specifications. We integrate with you and deliver a comprehensive communications program:

- Email
- Phone support
- Website
- Mobile applications

## Identity Protection Services

(By Consumer Percentage)



\*Javelin 2014 Identity Fraud Report



# Ongoing Education

Fraudsters are always seeking new opportunities to steal your customers' information. That's why EZShield created [fightingidentitycrimes.com](http://fightingidentitycrimes.com) – a central location for the latest information on:



Personal protection



Small business protection

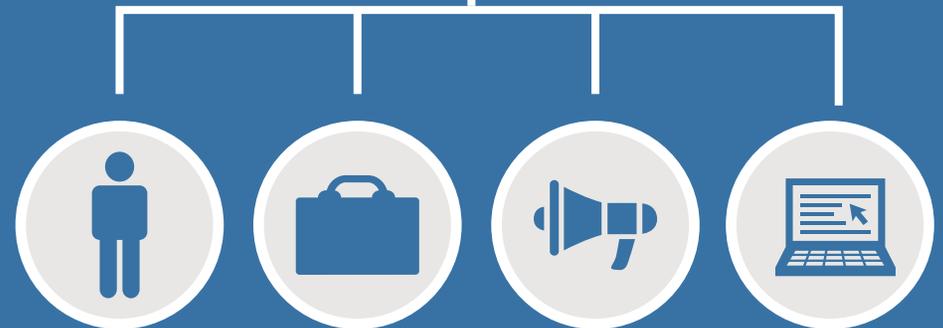


Breach and scam news



Resources

Providing the right tools and resources goes a long way to ensuring customers' peace of mind and enhancing their loyalty to your financial institution.





# Take the Next Step

If you are interested in finding out more about how to protect your customers while meeting your goals to drive fee income, acquire customers and grow customer loyalty, please contact us for a free consultation. Find out why EZShield could be the ideal fraud protection partner for your financial institution.



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