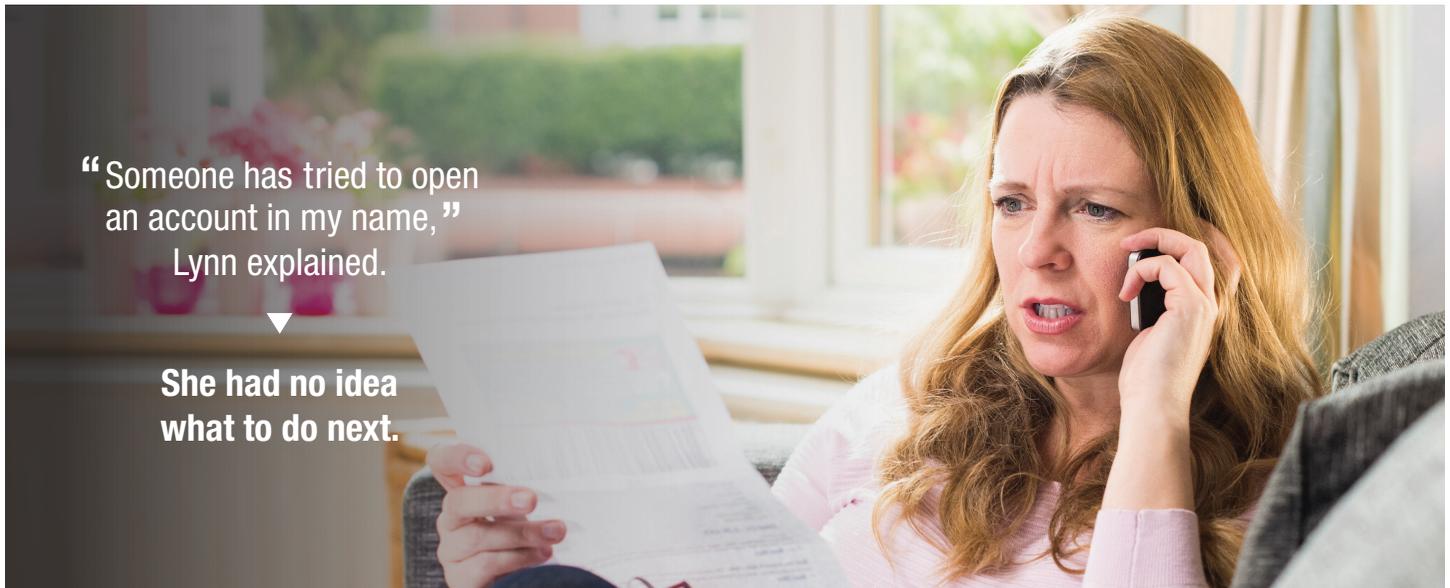


CASE STUDY: Credit Card Identity Theft



EZShield responded immediately with one-on-one support that put her at ease while also empowering her to stay on top of identity theft.

The Truth About Identity Crimes

The statistics on identity theft are startling. Every 30 seconds, someone becomes a victim of this devastating crime. Yet, in the midst of our busy lives, we may lose sight of identity crimes or simply regard them as ‘something that happens to other people.’

This couldn’t be further from the truth.

Identity crimes can affect anyone regardless of age, gender, race or economic standing. Personal information has become so valuable that the amount in a victim’s bank account has become irrelevant. From account takeover to new account creation, chances are that a person’s data is worth far more than they could imagine.

Criminals can construct new identities by utilizing various data points to obtain credit, loans and other accounts. Criminals don’t need to be you – just to be in control of your data.

Stolen Name, Compromised Credit

This hard lesson in identity theft recently became a reality for one of our customers.

In this instance, the customer’s credit card company delivered the news of suspected identity theft via mail. Confused and concerned, the victim, Lynn, went to her online dashboard and contacted EZShield about the situation.

Lynn’s case was assigned to Resolution Specialist Jaya, who reached out to her right away. Jaya noted the considerable panic in the Lynn’s voice as she read the letter from her credit card company. According to the letter, “someone has tried to open an account in my name,” she said. However, it was not her current last name, but the name she used before remarrying 17 years earlier.

Identity theft is frightening enough. Yet, Lynn’s greatest fear was that the letter may be fake, and she had no idea what do to next.

End2End Defense®

Our 32-step restoration process, used by our certified Resolution Specialists, helps customers “discover, isolate and prevent” identity crimes.



Empowering Customers

EZShield is well-equipped to not only assuage such fear, but to also assist with the issue and empower the customer to face the situation with confidence. Jaya helped Lynn feel more in control by educating her about how to best deal with her identity crime challenges.

For Jaya, the most confounding aspect of the case was the fact that “even though the customer’s name was incorrect, an account was still able to be opened.” While this detail may seem surprising, it demonstrates a serious oversight in the credit application process that can lead to identity crimes.

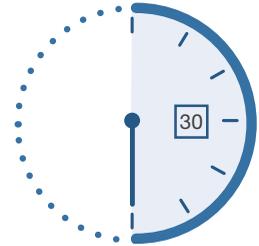
This is especially troubling, considering that synthetic identity theft (created by combining different people’s data points) represents as much as 80 to 85 percent² of identity theft.

To resolve the customer’s issue, Jaya first called the credit card company while Lynn was on the line. Jaya communicated to the representative that Lynn had not applied for any new credit or accounts. In short, the representative closed the fraudulent account. The representative then stated that each of the credit bureaus would be informed about the fraud, and that Lynn would receive a letter verifying such communication.

Proactive Protection

After the call, Jaya placed a fraud alert in Lynn’s name and advised her to pull a copy of her credit report. Additionally, Jaya took the customer through End2End Defense[®]. This included helping the customer review all of her accounts and protecting her from any potential future fraud related to the issue.

Identity theft
strikes every 30 seconds¹

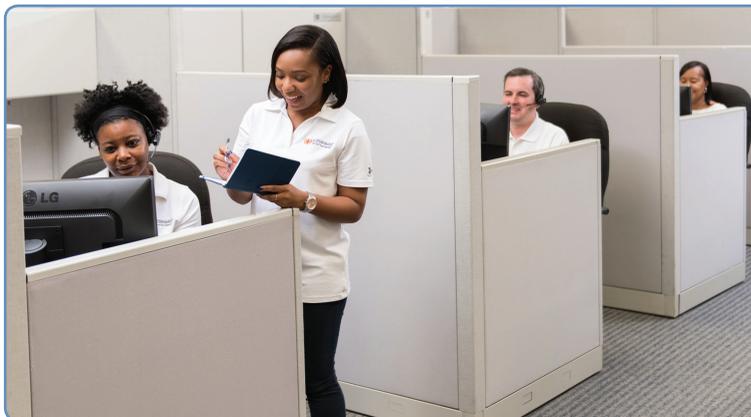


¹2014 Bureau of Justice Statistics

**EZShield’s
resolution
support team**

is available whenever
a customer needs help.

24/7



Fortunately, by addressing the situation quickly and providing one-on-one support, the identity theft was resolved expediently.

Best of all, the customer was made to feel in control and empowered to protect her identity.

