

i•den•ti•ty theft

(î den´ti te theft) *n.*, 1. to have your personal information stolen by a criminal who uses it to

commit fraud in **your name**, leaving you with the burden of proving your innocence. **WHAT YOU DON'T KNOW ABOUT IDENTITY THEFT CAN HURT YOU.**

Awareness Campaign Product Brochure



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Prevent the *threat of identity theft*

Identity theft is the fastest growing crime in the United States. It is a problem that costs financial institutions billions of dollars every year. Among the solutions is a nationwide awareness campaign that will equip your customers with the tools they need to protect themselves from identity theft.

"Prevent the threat of identity theft" is a comprehensive awareness campaign developed by Heinrich Marketing, Inc. — an industry leader in fraud prevention education. The campaign is geared toward the one audience that can stop identity theft before it happens — your customers. These materials are being made available today by your State Bankers Association.

Do your part to protect your customers and lower your fraud losses. Join the nationwide fight to prevent the threat of identity theft, order your materials today!

the card kit

This kit is perfect for distributing important fraud prevention information to your customers. It contains display stands that feature an interchangeable sign and a card holder for the "identity theft prevention checklist" cards. The thin plastic cards are displayed in the card holder as a "take-one" item and contain valuable identity theft prevention tips on one side, and important contact information for victims on the other.

See enclosed order form for pricing or call today.

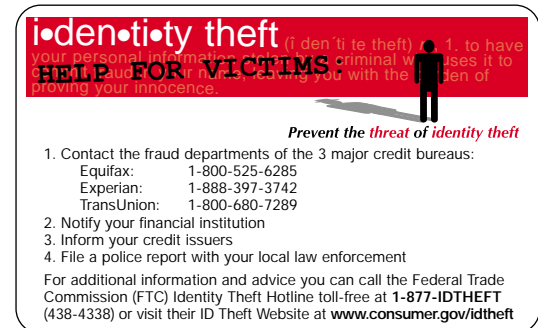


Card Display Stand

(Size: 5" x 7"; Clear Lucite with Card Holder)



Front



Back

Identity Theft Prevention Checklist Card

(Thin plastic - wallet card size)

help put a stop to identity theft

the signage kit

The signage kit contains a variety of campaign materials for both indoor and outdoor display. They have been designed to work in conjunction with the card kit but can also be displayed on their own. The poster and buttons deliver the awareness and prevention message to your customers in-branch, while the ATM/drive-up and window signs reinforce the message at other points of contact. As a whole, these materials express your financial institution's support of this nationwide fight against identity theft and provide a valuable service to your customers.

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WHAT YOU DON'T KNOW ABOUT IDENTITY THEFT CAN HURT YOU.

Identity Theft affects 1 in every 3 people.
Identity Theft is the fastest growing crime in America.
Identity Theft costs Americans **billions** of dollars each year.
Identity Theft can be prevented if you know how to protect yourself.

Ask us for the **identity theft PREVENTION CHECKLIST** and learn how you can protect yourself

Find out more online at financialinfo.org

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Prevent the **threat of identity theft**

Poster

(Size: 11" x 17")

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Prevent the **threat of identity theft**

Identity theft is a federal crime

This financial institution participates in programs and has procedures designed to prevent the threat of identity theft.

ATM & Drive-Up Signage

(Size: 3" x 3 1/2"; durable, adhesive-back Lexan)

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Window Signage

(Size: 3" x 3 1/2"; dual-sided, repositionable vinyl)

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Ask me for the **Identity Theft PREVENTION CHECKLIST**

© 2003 HMI/CBA

Prevent the **threat of identity theft**

Button

(Size: 3" round; metal stick-pin back)

order your kit today! 800-375-8884 ext. 282

additional items



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WHAT YOU **DON'T KNOW ABOUT** IDENTITY THEFT **CAN HURT YOU**

Identity Theft affects 1 in every 3 people. Identity Theft is the fastest growing crime in America. Identity Theft costs Americans **billions** of dollars each year. Identity Theft can be prevented if you know how to protect yourself

Don't become a victim **take action now.**

Find out more online at financialinfo.org

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Prevent the threat of identity theft

Front

Identity theft (i den'ti te theft) n. 1. to have your personal information stolen by a criminal who uses it to commit fraud in your name, leaving you with the burden of proving your innocence.

PREVENTION CHECKLIST:

- Check your credit report annually
- Review your bills and statements on a regular basis
- Guard your mail and trash from theft
- Use caution when giving out personal information
- Copy the contents of your wallet or purse
- Report lost or stolen checks or credit cards immediately

HELP FOR VICTIMS OF IDENTITY THEFT

1. Contact the fraud departments of the 3 major credit bureaus:
Equifax: 1-800-525-6285
Experian: 1-888-397-3742
TransUnion: 1-800-680-7289
2. Notify your financial institution
3. Inform your credit issuers
4. File a police report with local law enforcement

For additional information and advice you can call the Federal Trade Commission (FTC) Identity Theft Hotline toll-free at **1-877-IDTHEFT** (438-4338) OR the ID Theft Website at www.consumer.gov/idtheft

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Prevent the threat of identity theft

Back

Consumer Statement Inserts

(Size: 3 1/2" X 6 1/2")

Deliver the identity theft prevention message "in-home" to your customers by using these high quality machine insertable statement inserts. The first of these quarterly inserts contains the identity theft prevention checklist and important contact information for victims. Upcoming quarterly inserts will address each prevention tip from the checklist in more detail.

See enclosed order form for pricing or call today.

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In order to protect our valued customers from identity theft, we may require one or more of the following to process your transaction:

- Two forms of valid identification (one of which must include a photograph)
- Fingerprint

Find out more online at financialinfo.org

Teller ID Verification Notice

(Size: 5" x 7"; adhesive-back Lexan)

These signs can be affixed to the front or side panels at a teller station. In addition to delivering the universal identity theft message, they help notify customers that other forms of identification may be required for check cashing.

Call for details and quantity pricing.

ordering

See order form for kit pricing and additional items or call us today!

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Email - PreventTheThreat@heinrich.com

