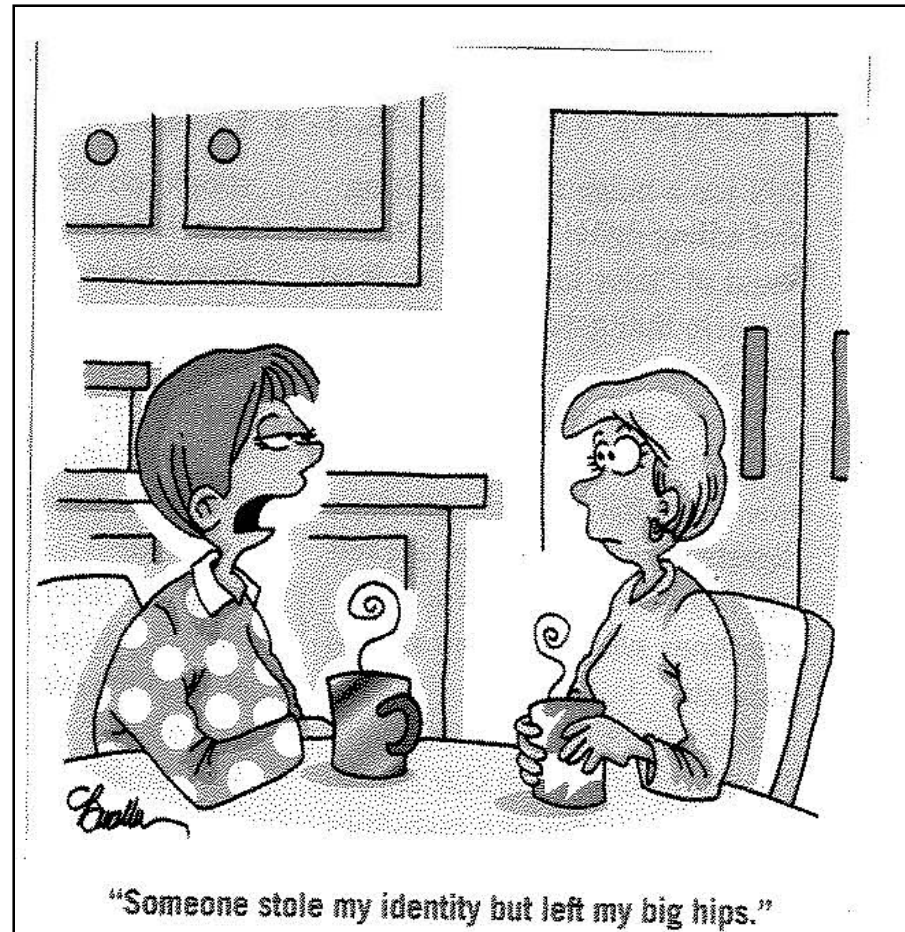




Identity Crimes, Data Breaches and Fraud Resolution Services

Steve Reger
Director Consumer Solutions & Fraud Victim Assistance
December 13, 2011

Identity Crimes Today





TransUnion®

About TransUnion

The History of TransUnion Fraud Assistance

- TransUnion was the first credit bureau to establish a victim assistance department
- TransUnion has provided local fraud support since the early 80's
- TransUnion has operated a nationwide fraud department since January 1992

Our Mission

- Protect consumers and customers from and assist with the resolution of identity crimes, especially as it relates to the TransUnion credit file
- Proactive is better than reactive

Fraud Victim Assistance Department

Today



- TransUnion Has More Than 170 Trained FVAD Associates
- TransUnion Talks To Consumers
 - Monday to Thursday 5:00 am – 9:00 pm Pacific
 - Friday to Saturday 5:00 am – 5:00 pm Pacific
- Automated Options
 - Disputes
 - Fraud Alerts
 - Security Freezes
- Online Options
 - Credit File Disclosures
 - Disputes
 - Fraud Alerts
 - Security Freezes

Fraud Victim Assistance Department



Experience



- International Association of Financial Crimes Investigators
- Expert Testimony
- P.O.S.T. Certified Trainers
- FBI Certified Trainers



Fraud Victim Assistance Department

The Victims



Fraud Deterrence and Resolution



TransUnion®

Fraud Victim Assistance Department

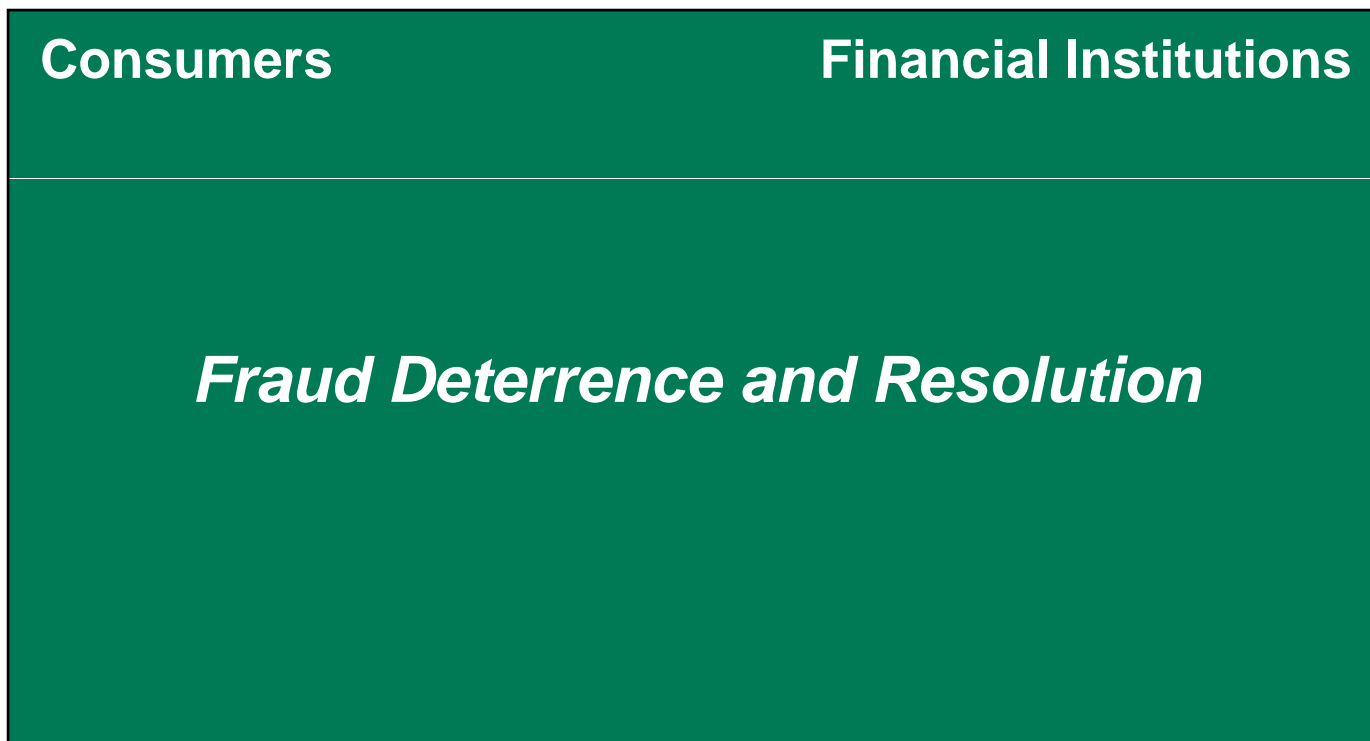
The Victims

Consumers

Fraud Deterrence and Resolution

Fraud Victim Assistance Department

The Victims

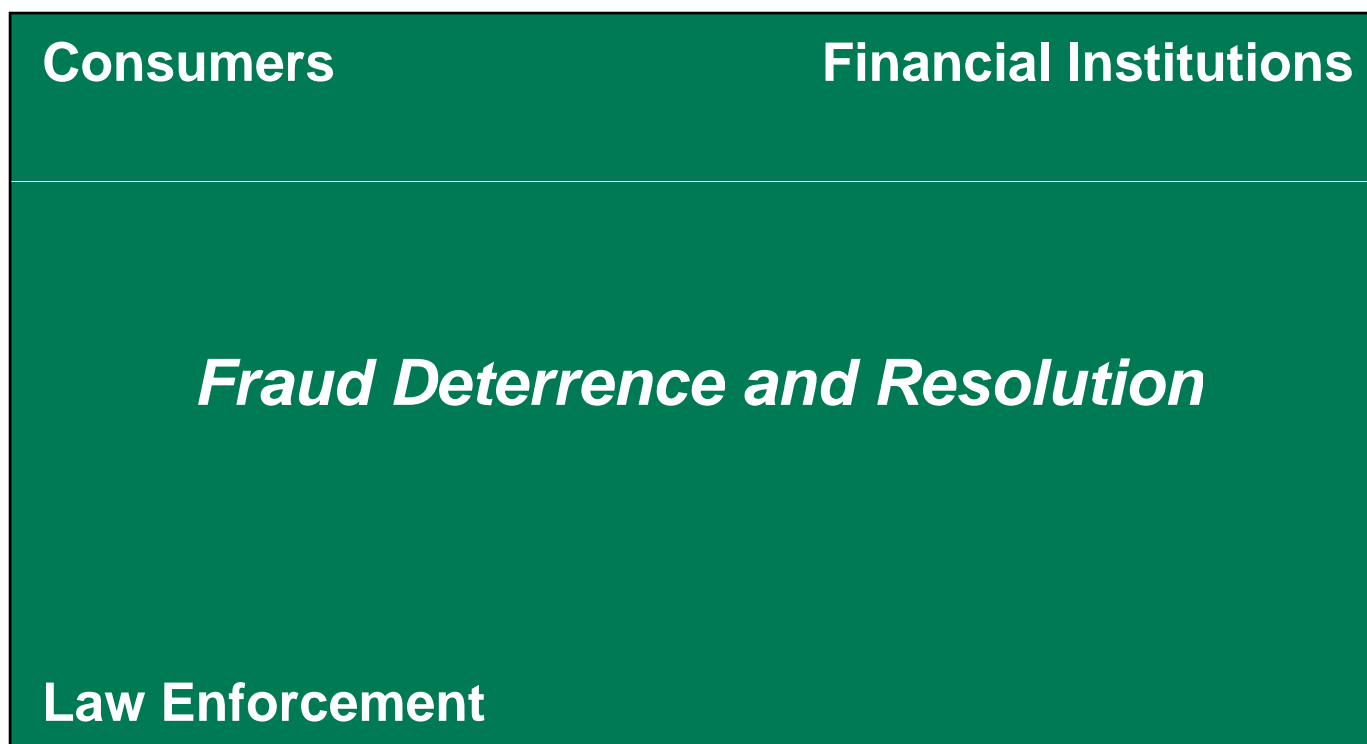




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Fraud Victim Assistance Department

The Victims

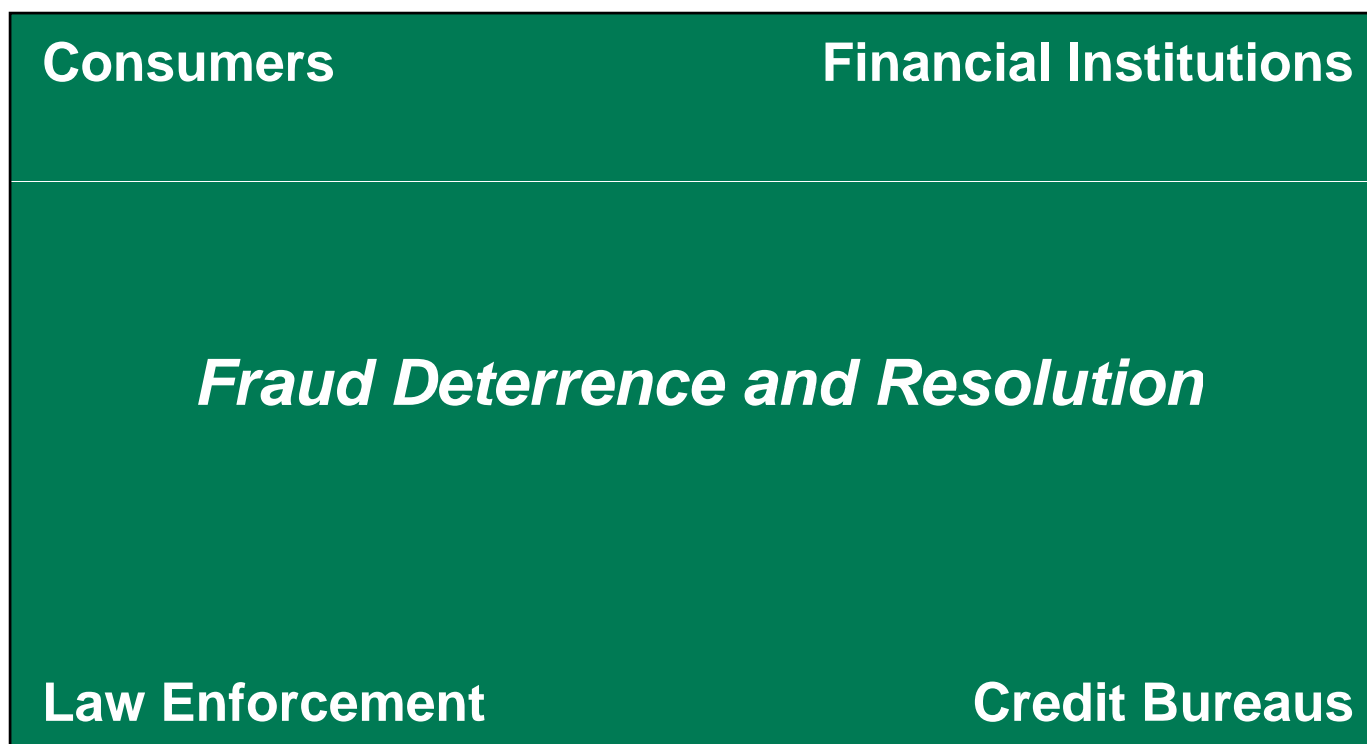




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The Victims





Types of Identity Crimes

Sources of Identities

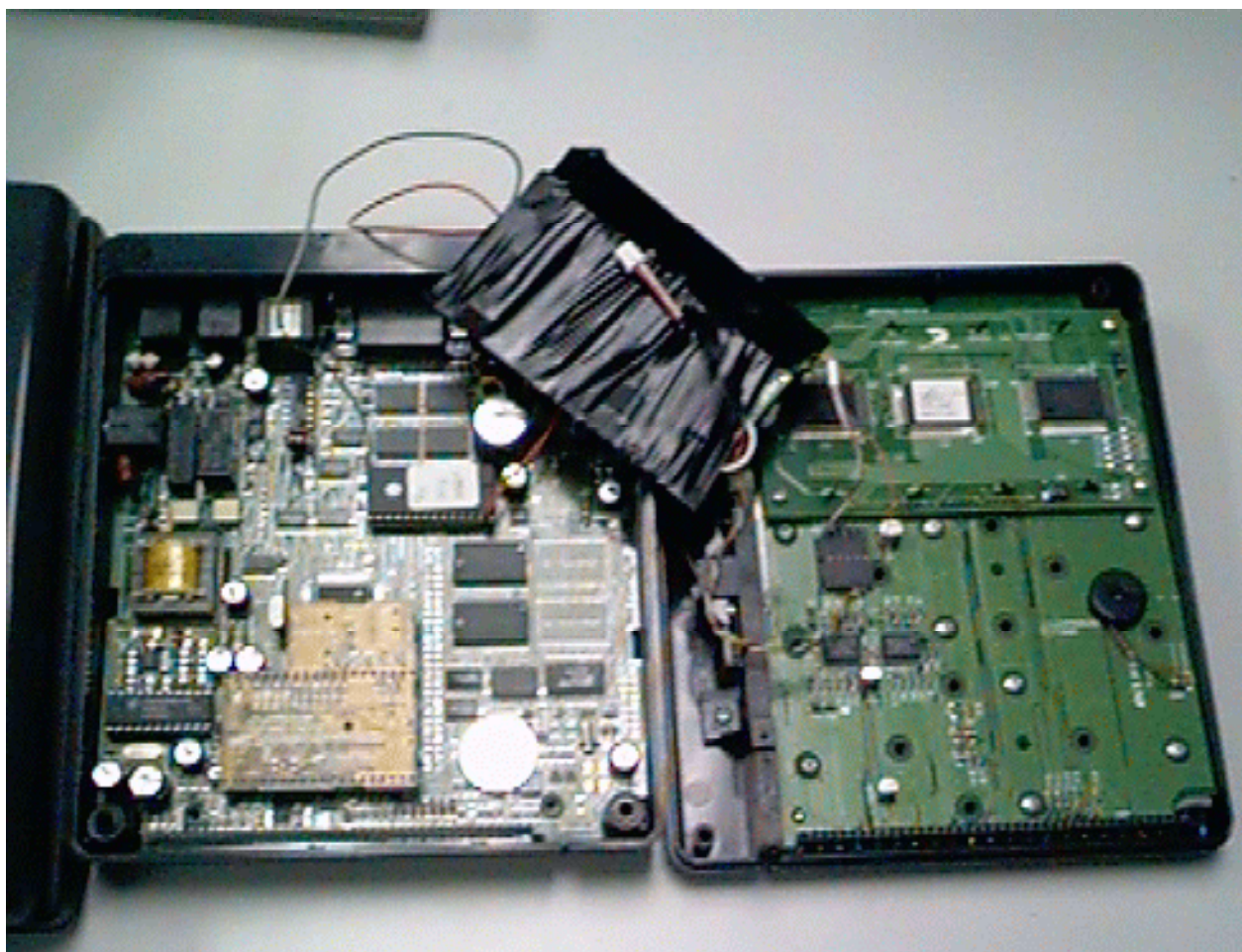
- Phishing
- Dishonest employees
- Dumpster diving
 - Car rental agencies
 - Medical offices
 - Financial institutions
- Shoulder surfing
- Mail theft
- Telemarketing scams / social engineering
- **Skimming**
- **Data Breaches**



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Identity Crime Examples

Point of Sale Skimmer





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Identity Crime Examples

Hand-Held Credit Card Skimmers





Identity Crime Examples

ATM Skimmer



FALSE slot Fixed to the original card slot. (Same color and sticker).
Contains second card reader to copy and store card information

Identity Crime Examples

ATM Skimmer



False pamphlet box affixed to the ATM cubicle side



Identity Crime Examples

ATM Skimmer



The micro camera at the side can view the KEYPAD and also the monitor to send wireless picture more than 200 yards.



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Identity Crime Examples

Handheld Cell Phone Skimmer





Identity Crime Examples

ATM Skimmer





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Identity Crime Examples

ATM Skimmer





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Identity Crime Examples

Point of Sale Skimmer





TransUnion.

Identity Crime Examples

Point of Sale Skimmer





Identity Crime Examples

Phishing

Phishing is a social-engineering attack, often using phony emails to lure victims to a spoofed (copied) Website, where personal information can be harvested. Creating a replica of an existing Website, users are fooled into submitting personal, financial, or password data. According to the FBI, “The hottest and most troubling new scam on the Internet.

Pharming

Pharming is a malicious Web redirect, in which a person trying to reach a legitimate commercial Website is sent to the phony site without his knowledge. Redirecting takes advantage of vulnerabilities in many Web browsers that allow phony URLs in the address bar, and of vulnerabilities in operating systems and Domain Name Service servers that let a third party point Web requests to new addresses.



Fraud Trends

Costs to Businesses and Consumers*

- \$67.2 billion: FBI estimate of what U.S. businesses lose annually because of computer-related crimes.
- \$8 billion: Consumer Reports estimate of what U.S. consumers lost the past two years because of viruses, spyware and Internet scams.
- 93.8 million: Privacy Rights Clearinghouse's count of personal records reported lost or stolen since February 2005.
- 26,150: The Anti-Phishing Working Group's count of unique variations of phishing scams reported in August 2006

* *USA Today Research, October 2006*



Fraud Trends

What Crooks Will Pay*

- \$1,000-\$5,000: Trojan program that can transfer funds between online accounts.
- \$500: Credit card number with PIN.
- \$80 to \$300: Change of billing data, including account number, billing address, Social Security number, home address and birth date.
- \$150: Driver's license.
- \$150: Birth certificate.
- \$100: Social Security card.
- \$7-\$25: Credit card number with security code and expiration date.
- \$7: PayPal account log-on and password.

* USA Today Research, October 2006



Fraud Victim Assistance Department

Do's and Don'ts

- Do shred your trash
- Do periodically change your passwords and PIN's
- Do store sensitive documents such as birth certificates in a secure place
- Do limit and control who you provide your SSN to
- Do limit the number of credit cards you carry in your wallet
- Do consider only using one credit card for Internet purchases
 - Ask your bank to reduce credit limit to typical usage
- Do avoid using debit / “check” cards for payment at restaurants & gas stations
- Do thoroughly review your bills each month & question suspicious activity
 - Online bills allow for real time review
- Do immediately report lost / stolen cards
- Do check your credit reports at least once a year



Fraud Victim Assistance Department

Do's and Don'ts

- Don't disclose personal information over the telephone unless you initiated the transaction
- Don't leave outgoing mail in your home mail box
 - Take mail to the post office or deposit in a “blue” mail box
- Don't print your drivers license number or account numbers on checks
- Don't write your PIN number on credit / ATM cards
- Don't use birth dates for PIN numbers
- Don't carry your SS card in your wallet
- Don't leave purses or briefcases in your car, even if locked
- Don't respond to emails asking to update account or personal information

Fraud Response Services

Where Is Your Identity





Fraud Response Services

Overview

Fraud is an ever-changing threat with more advanced technologies and methods of attack developing continuously. Each incident of data compromise can erode consumer trust and undermine your clients' business growth.

TransUnion Fraud Response Services provide companies with proactive and reactive programs that help:

- reduce upfront opportunities for fraud
- strengthen consumer confidence in their brand
- react immediately to compromises
- resolve fraud



TransUnion®

Fraud Response Services Overview

- Partnerships Between FVAD &:
 - TrueCredit
 - ADS Group
 - USIS
- Three Categories of Service:
 - Proactive breach preparedness (long term)
 - Reactive breach response (short term)
 - Fraud resolution services (long term)
- Consumers Are Never Charged By TransUnion For These Services



Fraud Response Services

Why?

- California SB 1386 (2002)
 - Requires a state agency, or a person or business that conducts business in California, that owns or licenses computerized data that includes personal information...to disclose...to any resident of California whose unencrypted personal information was, or is reasonably believed to have been, acquired by an unauthorized person.
- Many Additional States Are Passed Similar Legislation
- Federal Legislation
- FACT Act



Fraud Response Services

Definition of Services

- Credit Bureau Notification
 - Customers who have experienced a data breach and want to facilitate the addition of fraud alerts or other services without consumer having to call credit bureau (short term relationship)
- Toll-Free Services
 - Customers who have experienced a data breach and want to facilitate the addition of fraud alert or other services via consumer referral (short term)
 - Customers who want to provide their customers fraud resolution services in the event of an identity crime (long term)



Fraud Response Services - Features

Features

**Credit bureau
notification**

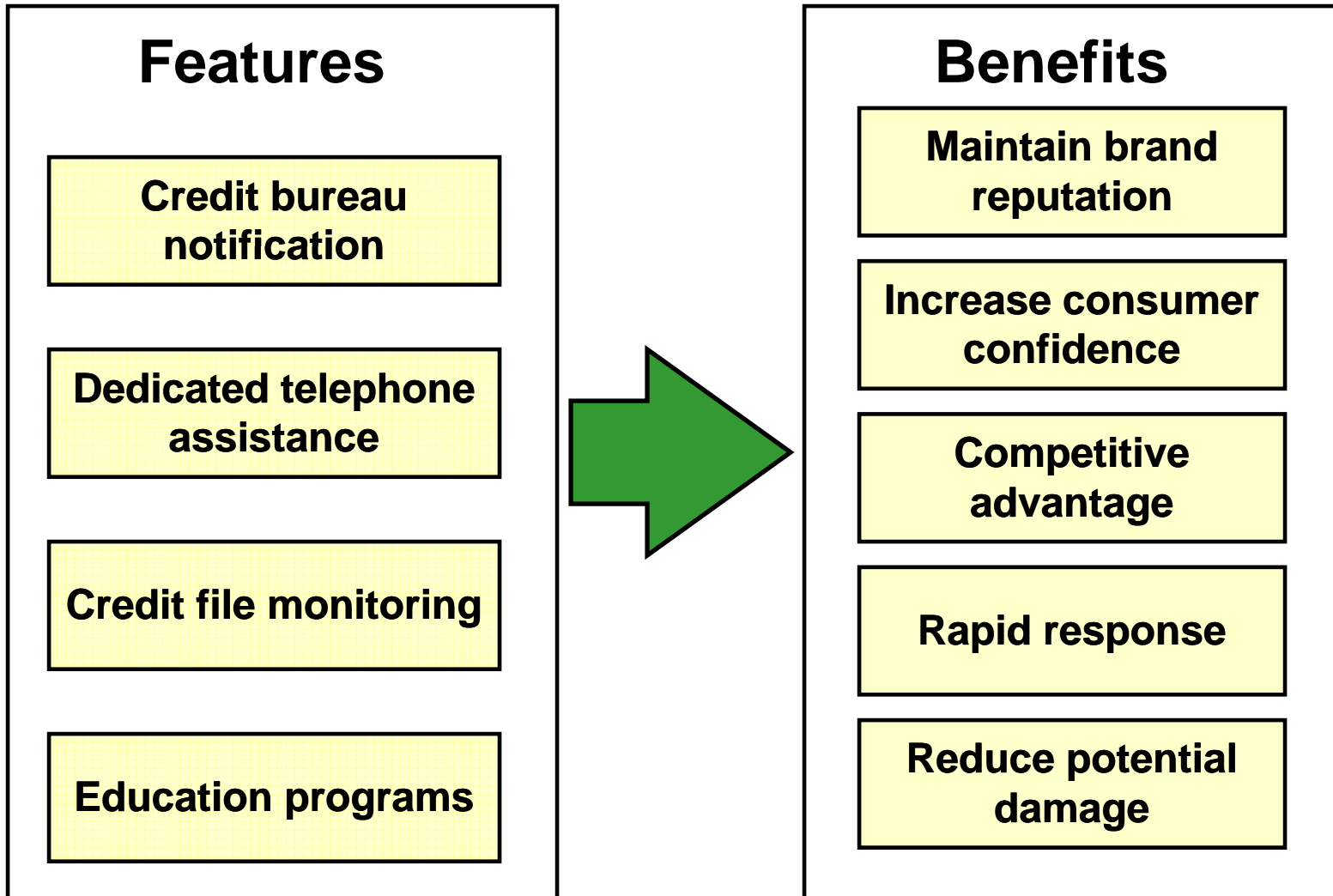
**Dedicated telephone
assistance**

Credit file monitoring

Education programs



Fraud Response Services - Benefits





Fraud Response Services Optional Components

- Dedicated and Customized Fraud Victim Assistance
 - Dedicated telephone number
 - Ability to warm transfer / three way call
 - Unique scripting to meet your customer needs
 - Extended weekday and Saturday hours
 - Exceptional service levels
 - Immediate fraud alert application and referral to Experian and Equifax



Fraud Response Services Optional Components

- Single or Tri-merge credit file review for new addresses, accounts and inquiries
- Immediate TransUnion file maintenance / restoration
- Credit file monitoring
- FTC fraud affidavit assistance and referral
- Credit file disclosure with branded inserts / mailings
- ID theft maintenance referrals to Experian / Equifax
- Full VIP / advocate services on behalf of consumer with limited power of attorney

Fraud Response Services



BANKRI
BANK RHODE ISLAND

Donald C. McQueen
Executive Vice President

April 2, 2004

Ms. Valerie Smith
Trans Union
1561 East Orangethorpe Avenue
Fullerton, CA 92831

Dear Ms. Smith:

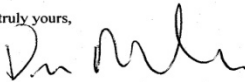
I am writing to express my sincere thanks to Trans Union and its staff for their unparalleled service and assistance to Bank Rhode Island and helping us address an important customer privacy issue. From the moment we first called upon the Trans Union Fraud Victims Assistance Department, we realized we were dealing with a group of professionals with the depth and experience to deal effectively with our identity fraud crisis. In looking back, the solution provided by Trans Union was instrumental in how we addressed the problem with the affected customers and provided them with an effective means to protect their personal confidential information.

In December 2003, a laptop computer containing significant confidential BankRI customer information was stolen from our primary data processor. We chose to deal with this theft in a proactive manner by developing a plan to notify all affected customers and provide them with sound advice on the issue and a meaningful solution to protect them. I personally contacted Paul DeCoste, VP and General Manager, at our local Trans Union affiliate, Credit Information Bureau, Inc., who directed me to the Trans Union Fraud Victims Assistance Department in Fullerton, CA.


Our contact in the Fraud Victims Assistance Department was Judd Rousseau. Judd quickly coordinated the necessary response program and personnel with a refreshingly positive "can do" attitude that gave us a real sense of control and support when we needed it. A dedicated toll-free hotline was set up for our customers and added call center support was made available given the potentially large number of affected customers. Many of our own senior managers were also affected customers, and many of them took advantage of the hotline and call center solution, with positive feedback. When we needed to make changes to the program or the call center responses, the Trans Union team dealt with them quickly.

The Trans Union Fraud Victims Assistance Department was a critical component to our customer response program. The Trans Union staff did a terrific job and we were very fortunate to have that program available to us when our customers and BankRI needed your expertise. Thank you again for your efforts.

Very truly yours,



Correspondence Address: P.O. Box 9488, Providence, Rhode Island 02940-9488
Corporate Address: One Turks Head Place, Providence, Rhode Island 02903, Main Number 401.456.5000 Fax 401.456.5069

Member FDIC  Equal Housing Lender

Fraud Response Services



[Fit to window width and enable scrolling]

September 7, 2006

Ms. Jessica Medina
Team Leader
TransUnion, LLC
1561 East Orangethorpe Avenue
Fullerton, CA 92831

Dear Jessica:

I want to provide a short note of thanks to you and TransUnion for the assistance you recently provided when three laptop computers containing client information were stolen from our office. TransUnion's Fraud Response Services enabled us to offer our clients a positive alternative to this unfortunate event.

Many have already taken advantage of your service and report that they have been greeted in a timely fashion and been provided with the information they need for protecting their personal information.

Again, thank you for your assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert L. Pagni".

Robert L. Pagni
Director of Administration

RLP:bmp

Fraud Response Services



SEVEN SEVENTEEN
credit union

July 7, 2005

TransUnion
1561 E. Orangethorpe Avenue
Fullerton, CA 92831

To whom it may concern,

Seven Seventeen Credit Union recently contracted with TransUnion to offer fraud security services for a small number of our members who had their personal information compromised.

The management of Seven Seventeen wanted to make sure that we provided our members with the best possible protection and identity theft solutions. After researching several identity theft protection vendors, I contacted TransUnion who had a good solution at a reasonable price and could also provide immediate service.

TransUnion's fraud department assigned Valerie Smith as our manager and contact person. Valerie immediately called me to discuss our situation and provide possible solutions to best protect and help our members in this unfortunate situation. Valerie was very knowledgeable and wonderful to work with during this stressful time. She was very responsive and made me feel confident and comfortable with our TransUnion fraud solution.

TransUnion immediately placed a 90-Day Security Alert on the affected members' accounts, which gave these members great peace of mind. TransUnion also assisted these members with any additional problems, questions or concerns via a direct phone line for added convenience. Our members were pleased with TransUnion's staff and their assistance concerning this sensitive matter.

I have been very pleased with TransUnion's service and especially pleased with Valerie Smith, who went out of her way to provide exceptional service that always exceeded my expectations. I highly recommend TransUnion's Fraud Service to anyone who wants to provide immediate protection, service, and help to their customers who have had personal information compromised.

Sincerely,

A handwritten signature in black ink, appearing to read "Karen R. DeSalvo".

Karen R. DeSalvo
Vice President of Marketing

Fraud Response Services



From: Cindy Franzi [CFranzi@clearviewfcu.org]
Sent: Friday, January 14, 2011 10:46 AM
To: Belmont, Patrick T
Cc: Matt Dennis; Cindy Franzi
Subject: Credit Monitoring
Ted,

I cannot begin to express how appreciative Clearview FCU is to have had the opportunity to work with Matt Dennis during our recent purchase of Credit Monitoring services for a portion of our membership. Matt is one of the finest, most professional and well spoken individuals I have ever worked with in my 25+ years at the credit union. He had to endure our many, repetitive questions and concerns due to the sensitivity of this project and handled everything in a timely and confidential manner. We have been pleased to conduct business with Trans Union over the past and are extremely pleased with the prompt and reliable service recently provided by Matt. Thank you both very much.

Cindy Franzi
Director, Asset Quality Management
Clearview Federal Credit Union
8805 University Blvd
Moon Township PA 15108
Phone: (800) 926-0003 x 3050
Fax: (412) 507-5172
e-mail: cfranzi@clearviewfcu.org

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TransUnion.

Thank You

Steve Reger

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www.transunion.com

