

The Power to Protect

Your Identity



Introducing Early Alert™ An Identity Theft Detection and Warning System



76% of victims who discovered misuse of their information within one month spent fewer than 10 hours resolving their problems.

Source: U.S. Federal Trade Commission statistics, 2004.

Stop identity theft before it starts with Early Alert™.

Identity theft has become a crime of epidemic proportions. Over the last five years, this crime has impacted over 27 million Americans. Last year alone, identity theft affected an estimated 10 millions Americans resulting in losses of over \$53 billion.

Don't let yourself become a victim of this crime. If a thief assumes your identity, it can take about nine months to discover. Not to mention, it can take approximately 300 hours and up to 44 months to correct the associated problems—enduring costs, hassle, and damage to your credit along the way. And in addition to financial hardship, there may be non-financial misuses of your identity, which happens in 22% of cases. These include obtaining employment and renting homes in your name, as well as tax fraud and committing crimes, which can result in your arrest by authorities.

Today, protecting yourself from identity theft is critical, and now you have the solution—Early Alert™—an innovative early detection and warning system from Privacy Solutions.



Only one in 10 victims report they were aware that their personal information had been taken before discovering they were victims of identity theft.

Source: U.S. Federal Trade Commission statistics, 2004.

Understand the crime. Outsmart the criminal.

Once thieves steal your social security number, they are able to use your identity and your good credit. This is the most serious form of identity theft, called identity assumption. With your social security number, a thief can now set up bogus bank, credit card, cell phone accounts or even commit crimes in your name. Then, by redirecting the billing information for these new accounts to his address, not yours, the thief delays you for up to nine months from knowing that fraudulent charges are being made in your name. Hiding address

changes from you is crucial to the identity thief's success. Finding these address changes and alerting you is our job. Allowing us to protect you and your identity.

Early Alert™ is your first line of defense.

Top law enforcement agencies agree that the key to identity theft is the address. Altered address and billing information is the common link in cases of identity theft. Alert Now™, Privacy Solutions' proprietary system, provides you with 24/7 address surveillance of hundreds data sources at various daily, weekly, bi-weekly and monthly intervals. Warning you of each change.

Once any changes to your address and telephone number are detected, we'll notify you by a personal call and, if appropriate, by email, PDA or via your emergency contact number. If you did not initiate the change we identified, it is likely that a thief is in the beginning stages of stealing your identity. Early Alert™ identifies changes and issues a warning. This unique early detection system will help you prevent theft or at least substantially limit the amount of both financial and non-financial damage done. Detecting a theft in process within the first thirty days usually results in less than 10 hours of work to repair.

Early Alert™ maintains your identity.

You maintain control.

Early Alert™ means worry-free identity protection. 24 hours a day, seven days a week. With a wide range of security expertise and advanced technology, Early Alert™ puts safeguards in place that stop identity theft as soon as it starts. By alerting you to bogus accounts and fraudulent activity, you maintain complete control of your identity. And with that comes peace of mind.

At Privacy Solutions, privacy protection is our business—empowering consumers is our priority. Making safer decisions begins with Privacy Solutions. We look forward to serving you.

One in six identity theft victims has had their identity used by criminals when arrested and charged with a crime.

Source: U.S. Federal Trade Commission statistics, 2004.



Call (800) 657-9671 or visit us at www.privacysolutions.com