

BABY, I GOT YOUR NUMBER:

The Truth About Identity Theft ©

Never before in the modern history of mankind has a malady so invasive and virulent been so misunderstood and practically ignored by the general public and corporations alike.

This apathetic attitude has developed as a result of consumers being duped into thinking that they have a true understanding of Identity Theft. The daunting truth is that ***“most people DO have a cursory understanding of the subject. However, that minimal understanding leads to a false sense of security that allows identity thieves to take advantage even more frequently.”***

Chuck Herring, M.Ed., CITRMS (Certified Identity Theft Risk Management Specialist) explains why we must all be vigilant about protecting our NPI (Non-Public Information). In his usual informative yet entertaining style, Herring also shows participants how to take appropriate steps to secure their most valuable asset – THEM!

Join Chuck to learn:

- The Five Types of Identity Theft
- Why websites like MySpace and Facebook are Identity Theft GOLD MINES!
- The Dirty Little Secret that Credit Card Companies Don't want you to know
- Why You Ain't Nuthin' but a Number
- The 3 Ways People protect themselves from ID Theft
- The differences between Resolution, Reimbursement and Restoration plans
- The True Cost of Identity Theft
- 4 Ways to lessen your exposure to Identity Theft
- 3 Federal Laws that can negatively affect your business regarding ID Theft
- How HR professionals, Company Management and Business Owners can take reasonable steps to reduce their liability in the event of a data breach

The media is touting the statistics. Daily, each outlet (television, newspaper, internet, etc.) vigorously informs the public that **IDENTITY THEFT** is spreading faster than the plague in the middle ages. Even with the national and public recognition of this epidemic, most people still use the *“ostrich defense”* to overcome this problem. Don't let this epidemic run amok while you *“put your head in the sand.”*

Invite Chuck Herring to edutain (educate/entertain) your organization on “the truth about Identity Theft.”

