

'Equifax Plc is part of Equifax Inc, a global leader in turning information into intelligence. We provide information on businesses and consumers, and offer a range of services to help businesses effectively target and acquire new customers, manage and develop their customer base, maximise revenues and trade profitably.

For consumers, Equifax offers instant access to their credit information to help them manage their personal finances.'



EQUIFAX

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INFORM ► ENRICH ► EMPOWER

EQUIFAX

Personal Information Solutions

Data Breach Services

Managing ID theft and fraud

INFORM ► ENRICH ► EMPOWER



Think your business is safe from a data breach? Think again.

More than ever before, your employees and customers are at great risk of identity theft and fraud. Lost laptops, stolen CDs and data discs, computer hackers, and misdirected statements; incidents such as these hit our headlines with disturbing regularity. No business is safe from the risk of data breach; the statistics speak for themselves.

2006: The Home Office Identity Fraud Steering Committee study estimates that identity fraud costs the UK economy £1.7 billion.

2007: 37 million items of personal data go missing, according to the findings of Liberal Democrat research.

2008: CIFAS, the UK's fraud prevention service, estimates that it can take between 3 and 48 hours of work for a typical victim to sort out their life and clear their name. In the case of a total hijack it is estimated that it may take the victim over 200 hours and cost up to £8,000 before things are back to normal.

The statistics are not getting any better, data breaches are on the rise. But the key to managing a data breach is the speed of response, which is why it pays to be prepared.

Data breaches are on the rise. Be prepared

Equifax is a leading provider of data breach services. Our extensive experience and comprehensive set of identity theft products means you'll feel safer. We regularly respond to data breaches for organisations based both in the UK and abroad, offering flexible product solutions to meet the specific requirements of each event.

We provide instant online access for consumers, which is crucial for any individual who is a victim of fraud.

Equifax can help you be prepared

Leaders in the field of data breach response, our products offer:

- email and SMS monitoring alerts advising of credit file changes
- instant, secure online access to individual credit files

- 24/7 online support
- no news is good news updates
- Victims of Fraud specialist support team
- credit file repair assistance.

Our team of professionals will work with you to select the credit file monitoring solution that best suits your requirements. Equifax offers peace of mind for your employees and customers, adding value and increasing trust for your organisation.

Stop fraud in its tracks

A data breach can have serious implications, but a proactive planned response means fraud can be stopped in its tracks. Equifax Data Breach services will help ensure peace of mind for your employees and customers, value for your shareholders, and confidence from your stakeholders.

A reactive response	A planned, proactive response
<ul style="list-style-type: none">■ Erosion of employee/customer trust.■ Decline in shareholder value.■ Stakeholder loss of confidence.■ Out of budget expenses.■ Undesirable publicity.■ Executive leadership distraction. <p>Fraud has more time to do damage. Cost to the individual and company is great.</p>	<ul style="list-style-type: none">■ Increase employee/customer trust.■ Maintain shareholder value.■ Maintain stakeholder trust.■ Planned expense through reserves.■ Positive publicity.■ Minimal management distraction. <p>Fraud is stopped in its tracks. Cost and damage is minimised.</p>

Adding value through carefully designed products

Equifax products can be offered as a value added benefit, or as a retail offering. The choice is yours. We have a number of product options available and these can be discussed in detail. We will work closely with you to select the solution that best suits your requirements.

Be proactive: make sure your organisation is prepared

A data breach is a very real possibility, but your company can be prepared for it. Taking a proactive approach is a crucial addition to your business continuity planning process – in today's world it is a necessary part of due diligence and care.

Invite Equifax into the heart of your organisation

Visit us at

www.equifax.co.uk/databreach

