

Maintaining the Trust You've Earned

Your customers and employees trust you with their personal information. With this trust comes the obligation to protect this data from misuse. The ID Analytics for Data Defense solution delivers the visibility required to protect your customers, members, employees, and students in order to maintain the trust that you've earned and your reputation.

id:analytics™

Defend Your Stakeholders from Identity Theft

The ID Analytics for Data Defense solution provides the peace of mind that comes from knowing that personal identity data is being protected. This solution has been used to proactively monitor more than 75 million identities for potential misuse. By applying Advanced Analytics™ to files containing personal information, we are able to detect indications of identity theft due to lost hard drives, stolen laptops, or illicit behavior. If evidence of identity theft is found, the magnitude of the intrusion is immediately determined in order to limit incremental exposure.

These proven techniques enable you to protect personal identity information by deterring potential threats, detecting evidence of data misuse, and ensuring an informed response in the event identity theft has occurred. With ID Analytics for Data Defense, your organization demonstrates a strong commitment to protecting your stakeholders' identity information.

BENEFITS OF ID ANALYTICS FOR DATA DEFENSE

- **Peace of Mind**
ID Analytics will perform regular, scheduled monitoring of the identity data under your care. If no evidence of identity theft is found, we will certify that result in a periodic data defense report.
- **Powerful Deterrent**
Your proactive data defense strategy can potentially deter data theft and increase credibility among your stakeholders.
- **Complete Coverage**
Individuals do not have to take action to be included, so you can protect everyone. In the event of a data breach, you will know if, in fact, the event has resulted in fraudulent activities and caused harm.
- **Predictable Costs**
If a data breach does occur, breach analysis services are included at no extra cost. The ID Analytics for Data Defense solution minimizes the financial repercussions of a breach.
- **No Software to Install**
ID Analytics for Data Defense is a hosted solution. There is no software to install, configure, or maintain.

$$u(x) = \beta_0 + \sum_{j=1}^n \beta_j x_j$$

Protecting Personal Information

ID Analytics for Data Defense proactively monitors your data and detects potential misuse by internal and external parties. By analyzing the data files you maintain as well as 360 billion aggregated attributes and two million reported frauds within the ID Network®, the nation's only real-time, cross-industry compilation of identity information, ID Analytics for Data Defense develops an integrated view of each individual's identity characteristics and their connectedness to others' identity characteristics. We call this capability Personal Topology™ – a source of identity intelligence that helps leading communication and financial service companies, as well as retailers, government agencies, and health insurers safeguard their business every single day.

The Advanced Analytics applied to Personal Topology deliver the insight required to detect indications of identity theft such as suspicious changes in identity information, unexpected identity relationships, or shared identity elements. If the analysis finds no evidence of harm, ID Analytics will certify that result on an ongoing basis.

Minimizing Impact

In the unfortunate event that evidence of data misuse is found or data loss has occurred, the ID Analytics for Data Defense solution provides breach analysis services free of charge. Breach analysis services are used to determine whether a breach has resulted in identity theft, and to provide the precise information needed to take appropriate action. This insight may be used to help facilitate victim assistance in the form of identity restoration support or extended identity monitoring services which alert individuals when their identity is being used – potentially without permission.

If the misuse of data is traced to an inside threat, ID Analytics will work with you to identify all employees or contractors with access to the data. In the case of data breach from an external party, ID Analytics will work with you to identify the source and location of misuse in order to provide law enforcement the information they need to take action. In fact, the Office of Management and Budget (OMB) has recommended breach analysis services to federal agencies as a preferred solution for addressing data breaches.

Think Ahead. Act Now.

Defend the sensitive data under your care. With ID Analytics for Data Defense, your organization will have the advanced insight and actionable intelligence to protect your reputation and enhance customer trust.

To find out how ID Analytics for Data Defense can benefit your organization, contact us today at datadefense@idanalytics.com, 858-312-6200 or 866-248-7344. Or visit us online at www.idanalytics.com. ID Analytics will treat your inquiry with the highest level of confidentiality by a dedicated expert.

PROACTIVE VS. REACTIVE SOLUTIONS		
BENEFITS	ID ANALYTICS FOR DATA DEFENSE	CREDIT MONITORING
Provides consumers with a copy of their credit report		●
Provides alerts of new inquiries to consumers (1 or 3 bureau)		●
Detects organized misuse of identity data	●	
Provides certification from an outside third party if no evidence of harm is found	●	
Provides organizations with a list of specific individuals that have likely been harmed if a breach has occurred	●	
Determines the magnitude of a data breach and resulting identity fraud	●	
Provides the location of data misuse to enable law enforcement to take action	●	
Monitors 100% of your identity data so no need for consumers to enroll or take action	●	