

## ID ANALYTICS OFFERS FREE PERSONAL IDENTITY RISK ASSESSMENT

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San Diego analytics company, ID Analytics, rolled out a free product May 18 that allows anyone to check the health of their digital identity. By entering one's personal information, which the company promises to keep confidential, a user can receive a score measuring risk of identity fraud.

The score is a three-digit number between 1 and 999. The higher the number, the more likely it is that identity information is being used to commit fraud and endanger an individual's good name.

The service, called MyIDScore.com, applies the company's analytics technology to its proprietary ID Network.

Built during the past seven years with cooperation from companies interested in fighting identity fraud, the ID Network contains more than 360 billion basic identity elements such as name, Social Security number, date of birth, phone number and address. It includes 2 million reported frauds and 1 billion consumer transactions.

MyIDScore.com provides immediate insight into whether one's personal identifying information is being used to fraudulently obtain assets, goods or services.

The company says those who get a high-risk identity score should take aggressive steps to investigate whether their identity information is at risk. Steps to take include reviewing monthly bank account and credit card statements, requesting a free annual credit report, and requesting a fraud alert or security freeze on one's credit bureau file.

Recent surveys by the Federal Trade Commission have found that victims of identity fraud do not learn that their personal information is being misused for one to two months after the fact. The faster one learns of the compromise, the less damage can be inflicted on their credit scores and financial picture, the company says.

Consumers can check MyIDScore.com twice every 14 days.

The MyIDScore.com site also offers an easy way to cross-reference one's credit reports through the three credit bureaus, Experian, Equifax and TransUnion, which are required to offer one free credit report a year.