

Tips to Protect Your Identity Online

Identity theft is on the rise, with the number of victims steadily climbing year after year, according to a Javelin research study. Since the rise in personal technology and social media leads to increased vulnerability in users' personal information, it is the consumer's job to stay aware and take preventative action. Here are some tips on how to prevent becoming a victim of identity theft:

CREATE STRONG PASSWORDS

Make them long, include special characters, change often and don't use the same one for multiple accounts

MOST POPULAR PASSWORDS OF 2011

- 1 Password
- 2 123456
- 3 12345678
- 4 abc123
- 5 qwerty
- 6 monkey
- 7 letmein
- 8 DRAGON
- 9 111111
- 10 baseball

PROTECT YOUR SMARTPHONE



Don't keep any personal information on your phone, especially without a password lock

SMARTPHONE USERS

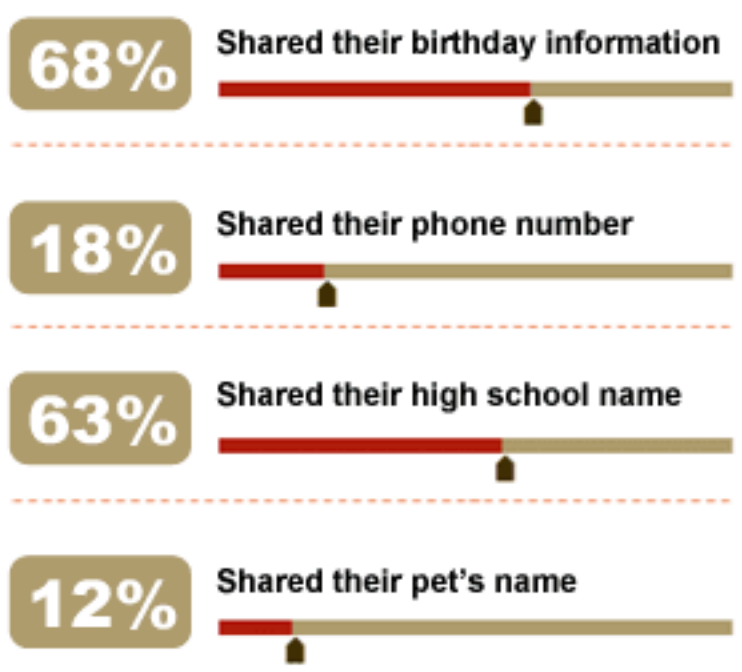


KNOW WHAT INFO YOU SHARE



Know the personal information you're sharing on social media and manage your account's privacy settings

PEOPLE WITH PUBLIC PROFILES



Monitor Your Credit & Sign Up For Identity Theft Protection Services



Don't Become a Victim:

43%

43% of fraud is first detected by victims (2011)

Sign up for an identity theft protection service.



CHOOSE ONE THAT:

Provides 3-bureau credit report monitoring.



Scans the Internet black market and chatrooms for any use of your credit cards, bank accounts, Social Security number and other personal information



Monitors public records and databases for changes to your name, address or social security information

Protect Yourself:

SCAMS

There are 83,083 unique phishing domains worldwide
second half of 2011



Some identity theft protection services offer Internet Security Software, anti-phishing and anti-keylogging capabilities



Many Internet security software suites let you open a browser in a secure environment to safely do your banking and enter personal information.