

Provide your customers
real-time alerts to defend
their personal information
and monitor their financial
wellbeing.



Winning Customer Engagement through Real-Time **Identity Alerts**



Affinity

Identity theft is the top consumer complaint reported to the Federal Trade Commission for 14 consecutive years¹. The crime costs victims hundreds – sometimes thousands – of dollars, and American companies billions of dollars, each year.



Experian delivers
an average of 3,300
alerts per day to
help consumers
detect fraud sooner



Real-time identity
usage alerts

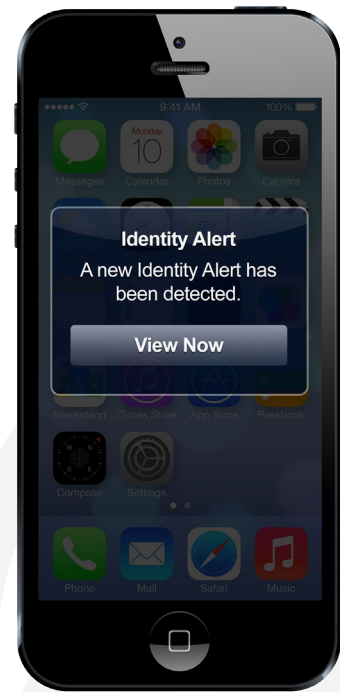
How Identity Alerts Benefit Your Customers

With identity alert services, your customers can receive real-time notifications when their information is used to open a new account or to perform an identity validation. Experian's vast network includes a diverse set of companies to help ensure your customer's identity is covered.

If a customer is alerted to suspicious activity after their identity is stolen, they can take action immediately.

Not all identity alerts are credit related. Even if a fraudster makes an unsuccessful attempt or abandons the attempt, an identity alert will be generated to alert your customer.

When the consumer detects fraud, they are connected to the retailer, bank, or other provider's fraud department to resolve the fraud. What's more, 24/7 online access to our alert center ensures your customers won't have to delay acting; they can address potential fraud immediately. Customers can choose to receive alerts via SMS, email or our online portal.



The Value of Partnerships

We'll provide your customers with end-to-end service, from helping them detect fraud sooner to assisting them with fraud resolution.

When you offer customers identity alerts you provide a valuable tool that can help them defend their personal information and their financial wellbeing. You'll differentiate your organization, boost customer engagement and enhance your brand's reputation as a company that cares for their customers and provides maximum value.

1. Federal Trade Commission: <http://www.consumer.ftc.gov/blog/identity-theft-tops-list-consumer-complaints-14th-consecutive-year>



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of a global pioneer
behind your brand.

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