



Help your customers
monitor their identities
and financial wellbeing.



Make Experian's **Identity Solutions** Your Solutions



Affinity

No one understands identity protection like Experian®. As a global information services company, we've helped 5 of the Top 10 financial institutions and leaders in many other industries create brand-building value by offering their customers identity protection products. When you team with Experian, you put the industry's most powerful, versatile protection products to work for you and your customers.

The Case for Offering Identity Protection

Organizations are always looking for ways to provide added value to their customers and boost both retention and acquisition. Identity protection is very much on the minds of consumers. In fact, the Federal Trade Commission reports that identity theft was the No.1 consumer complaint for the 14th year in a row. According to a recent study, fraud overall cost American consumers \$1.6 billion.¹ In addition, every three seconds another individual becomes a victim of identity theft.² Your customers certainly don't want their identities to become a statistic.

How Our Products Work – For You and Your Customers

Provide them with access to industry-leading identity theft protection capabilities that include:

- › Daily three-bureau or single-bureau credit monitoring of 50 leading indicators of identity theft
- › Internet monitoring for their Social Security number, and credit and debit card accounts
- › National Change of Address Database Monitoring
- › Demand Deposit Account Monitoring
- › Lost Wallet Protection
- › Award-winning³, U.S.-based Fraud Resolution Services
- › Up to \$1 million in identity theft insurance⁴
- › Education resource center with valuable articles on identity theft protection and more
- › Alerts delivered via email, SMS, letter or website

If fraud does occur, our highly trained Fraud Resolution Agents will support your customers end-to-end.

When you offer an identity protection product to your customers, you are both providing them with a valuable service and underscoring your organization's role as a partner that helps simplify their lives. By helping monitor their identities, you provide them with peace of mind, differentiate yourself from competitors and enhance customer loyalty.

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

2. 2013 Identity Fraud Report, Javelin Strategy & Research, February 2013

3. Experian Consumer Services won the Best in Class Call Center Award for a call center with a staff of over 200 from the International Quality and Productivity Center in June 2013

4. Identity theft insurance underwritten by insurance company subsidiaries or affiliates of American International Group, Inc. (AIG). The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions and exclusions of coverage. Coverage may not be available in all jurisdictions.

5. Named in Security Magazine – Top 500 Companies (November 2013)



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of a global pioneer
behind your brand.

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