



Protect and securely store
your customers' valuable
information when they
need it the most.



Lost Wallet Protection: Build Brand Equity by Protecting Customer Information



Affinity

Your customers entrust you with far more than their business. They also invest their trust in your organization as a partner who helps simplify their lives. When a wallet is lost or stolen, consumers want quick reliable help in navigating the recovery process. Experian® Affinity will be there for you and your customers when they need you the most.

Lost Wallet Protection allows your organization to provide a unique, value-add product that can help increase your bottom line and customer loyalty.



In a recent survey, nearly 70% of survey respondents said Fraud Resolutions Services would be useful¹



15% of identity theft victims attributed lost/stolen wallet as the source of fraud²

Your Customers' Most Valuable Data in a Single, Secure Location

An easy-to-use online portal, Lost Wallet Protection allows users to securely store all the crucial information they carry in their wallets and purses every day, including debit and credit cards, and medical identification cards. Lost Wallet Protection offers pre-registration of customer's credit cards. If customers' wallets and information are ever lost or stolen, our U.S.-based, award-winning Fraud Resolution Agents will help them through the recovery process.

Partnering with Experian Agents ensures that your customers will enjoy the full power and expertise of one of the world's largest, most respected financial services and consumer services companies. Our Fraud Resolution Agents will:

- » Assist your customers with canceling or replacing cards
- » Notify banks, creditors and service providers of the loss
- » Coordinate with applicable government agencies
- » Support customers globally, no matter where in the world they are when the loss occurs
- » Provide easily customizable letters that customers can personalize, sign and send to creditors and other organizations
- » Place fraud alerts on customer credit accounts and freeze credit files (where applicable)

Experience the Experian® Affinity Difference

Partnering with Experian® Affinity enhances the value of the services you provide to your customers. And you'll create brand-building loyalty among customers who will appreciate that you've given them more for their money.

Contact us today to learn how you can improve your customer engagement and retention while providing your customers with peace of mind.

1. Credit/Identity Monitoring Product Feature Survey, January 2013. Experian Consumer Services

2. Identity Theft Assistance Center Victim Survey, <http://www.identitytheftassistance.org/pageview.php?cateid=47>



Affinity

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of a global pioneer
behind your brand.

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