

ID Reserve

Rethink your data protection strategy by completely removing your customers' most sensitive Personally Identifiable Information (PII) from your information technology systems.

With the number of U.S. data breach incidents up 45% to reach a record high*, companies must continue to invest heavily in security programs to keep pace with a constantly morphing threat landscape.

While you've probably taken painstaking efforts to reduce your potential exposure to cyber breaches, criminals are becoming more creative and sophisticated. Even with highly effective data security practices and confidence that the risk is reasonably low, you could be exposed to a breach on the part of a third-party contractor or supplier.

\$3.86 million

Average total cost of data breach to entity²

158 million

Social security numbers exposed (88% of total records)³

Change the Paradigm

Experian's ID Reserve helps you mitigate risk by storing, managing and enabling retrieval of sensitive customer data on your behalf, enabling you to remove the information from your environment and giving you secure and instant access when and where your business processes require it. Customized business rules and work flows are designed and deployed to meet your specific needs in accessing your data, which is partitioned from all other applications.

How it works



Send us your customer file and a real-time inquiry for identification processing.



We return a unique identifier for each customer record.



You then purge the PII data from your environment and replace with our identifier.



When the data is needed to support a business process, we return it at your request.

¹ Identity Theft Resource Center – U.S. 2017 Annual Data Breach Year-End Review

² Ponemon Institute LLC – 2018 Cost of a Data Breach Study: Global Overview

³ Identity Theft Resource Center – U.S. 2017 Annual Data Breach Year-End Review

Put ID Reserve to Work for You

As a world-leading global information services company with databases of more than 270 million U.S. consumers across credit, rental, utility, wireless and alternative financial services sources, Experian protects and manages consumer data with continuously evolving world-class infrastructure. ID Reserve relies on Experian's proprietary matching technology to permanently link and identify consumers, maintaining and delivering one complete, accurate and current record.

Experian has an extensive track record with demonstrated success powering thousands of organizations in partnerships across a wide range of industries including telecommunications and utility companies.

- **Secure** - the most advanced data security practices coupled with multiple layers of logical and physical security all designed to reduce risk and eliminate single points of failure.
- **Up-to-date** - ongoing access to the most current information on your customers
- **Flexible** - tailored to meet the specific needs of your business
- **Highly available** - achieving 99.995% uptime with over 400,000,000 real-time transactions processed annually
- **Fast** - advanced data streaming technology that offers sub-second response time

To learn more about ID Reserve, contact your local Experian sales representative or call 1.888.414.1120.

