



# **Personal Identity Theft Protection**

## **Sales Process**

# Awareness

**Identity Theft**: The fastest growing crime in America.

- Did you know an identity is stolen every 14 seconds?
- ID theft is the number one crime on the planet.
- It is the fastest growing and most feared crime in America.
- In the past 12 months 110 million Americans' personal information has been exposed by hackers.
- Most consumers know they need protection but are not sure where to turn.

# The Problem

## **What consumers are saying about Identity Theft and Fraud:**

- 94% of consumers say financial firms should be doing more to protect their information.
- 70% of consumers said "they would take more steps to prevent fraud if they knew what to do".
- 80% of consumers expressed interest in a service that would notify them of security-related problems.
- 89% of consumers say that they worry about identity theft and 75% are most concerned about credit card fraud.
- 76% of consumers are more concerned about identity theft and fraud now than they were five years ago.
- 88% Said they would not buy a vehicle from a dealership that had a data breach.

# The Question

## **Ask the Customer:**

Ever shopped at Target, Home Depot, Apple, TJ Maxx, Gap or JC Penney?

Ever bought anything on the internet: Ebay, Amazon, Living Social or AOL?

Online banking, autopay for utilities, cell phone, mortgage or car payment?

Have you ever purchased from Sony, worked for the government or had insurance through BC/BS Anthem?

You get the picture – everyone is at risk.

# The Solution

## **Tell the Customer. . .**

“The good news is that you offer the solution - Proactive Identity Theft Protection for you and your family“.

“This service rivals any ID Protection service on the market and because we buy the product wholesale, we can offer it at a fraction of what you would pay anywhere else”.

“The solution - “This is the one product I offer to all of my customers, due to the radical increase in Identity Theft in recent years”.



# Restoration Coverage

- The Customer
- Spouse/domestic partner
- Children under the age of 25
- Plus, all dependents sharing the same permanent address
- As well as those in a nursing home, hospice or deceased 12 months or less
- No limit on family size



# Complete Service Description

- **Car/Vehicle Title Breach Monitoring.** Monitors billions of breached records for your monitored car's VIN # and alerts you in real-time of newly discovered breach records containing your vehicle title information.
- **24/7 High Risk Transaction Monitoring.** Our monitoring technologies detect transactions attempting to use “out-of-wallet” knowledge-based authentication questions. Examples include bank password resets and credit card activations. Before any significant action is confirmed, you can verify whether the attempt is legitimate or fraudulent. An alert can be sent to the third-party transaction, possibly cancelling the activity. No PII is transmitted with this process.
- **24/7 Social Security Monitoring.** Monitors Social Security number (SSN) for suspicious activity. Real-time alerts are sent to help stop any unauthorized SSN use attempts.
- **24/7 Dark Web Monitoring.** Real-time alerts to detect exposed personal information online. Personal information may include name, phone numbers, and addresses.
- **Change of Address Monitoring.** Monitors for when mail has been redirected through the United States Postal Service (USPS). You can then view whether the change of address is legitimate or not.
- **Fraud Alert.** When an alert comes to your member dashboard, you have the capability to easily click on the “Alert – Not me” response. This response will be pushed back to the source of the transaction alert and can sometimes stop the fraudulent transaction before it is completed
- **Lost Wallet Services** - Secure your credit/debit card numbers, Driver’s License number, and others in a secure place in case your purse or wallet is stolen or lost. You’ll have easy access from your dashboard to view these items, as well as associated phone numbers to have them replaced.
- **FAMILY RESTORATION COVERAGE** – If, for any reason, you or an eligible member of your family are a victim of identity theft within the term of the program, a professional Identity Theft Recovery Advocate will manage your recovery process to help restore your name and credit as close as possible to pre-event status. We will handle the follow-up, paperwork, and phone calls for you, through a limited power of attorney authorization.
- **1 Million Dollar Identity Theft Insurance** - Every adult member on your plan is backed by \$1,000,000 insurance policy\* to cover eligible losses and fees due to ID theft and fraud.

# The Sales Process

## Overcoming Objections:

- **“I already have this coverage.”** – “May I ask with whom?” Compare price and coverage. “I know of no better Identity Theft Protection plan offered on the market. We now offer a full-suite of (XXXX) Identity Theft Protection. And when purchased through my organization, you will receive preferred pricing.”

## **Family Coverage:**

- Less than \$3 per month for 3 (*1 year Complimentary*) years of coverage!
- About 10¢ per day



# The Sales Process *continued*

## Sales Process

- **What's the worst that could happen?"**
  - “Glad you asked. Identity thieves are getting better and more sophisticated at what they do. If stolen, it is likely that your identity will be sold over and over again, but it doesn't stop there. Victims may suffer financial loss, may find their credit and personal reputations ruined, medical benefits stolen and may even be arrested for crimes they did not commit. I am offering a fully managed, pro-active ID Theft Protection service that will continue to protect you and your family for as long as you choose.”

Refer to ID Theft Facts and Features/Benefits.

# The Sales Process *continued*

## Overcoming Objections:

- **“I will never use it.”** – Hope not, however, did you know”  
Refer to the ID Theft Facts.
- **“It’s too expensive.”** – “Through our program your cost of \$255 for three years of coverage costs about \$3.00 per month to protect you and your family or about 10¢ per day.”  
Refer to Features/Benefits.
- **“I don’t need it.”** – “Let me share a few facts with you from the FTC.”  
Refer to the ID Theft Facts.

# The Sales Process *continued*

## Overcoming Objections:

**“I think I will wait.”** – “That could cost you more than you think.”

Refer to program cost and ID Theft Facts.

**“My insurance company offers that too.”** – “Who is the provider?” Ask about the cost and coverage of the program.

Refer to Features/Benefits sheet.

# One of your greatest assets: your identity



. . . enroll today and safeguard your future.



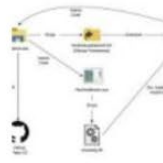
## 3. Privacy & Device Protection | Why We Need It

**H** The Hacker News

### North Korean Hackers Using Windows Update Service to Infect PCs with Malware

Hackers from North Korea are using Windows Update and Github to infect computers with malware.

6 hours ago



**tp** Threatpost

### Shipment-Delivery Scams Become the Favored Way to Spread Malware

Attackers increasingly are spoofing the courier DHL and using socially engineered messages related to packages to trick users into...

1 day ago



**K** Kim Komando

### This phishing attack lets hackers read and send emails from ...

This phishing attack lets hackers read and send emails from your account ... A new phishing scam has emerged that abuses the OAuth system,...

7 hours ago



**z** ZDNet

### This phishing attack uses an unusual trick to spread further

Microsoft has raised an alarm about a new multi-phase phishing campaign ... detection during later phishing attacks, according to Microsoft.

1 day ago



**G** Gizmodo

### Watch Out For This Android Malware That Factory Resets Your Phone After Stealing...

15 hours ago



**tp** Threatpost

### 'Dark Herring' Billing Malware Swims onto 105M Android Devices

1 day ago

**tr** TechRepublic

### Phishing attack spoofs US Department of Labor to steal account credentials

Many phishing attacks attempt to scam people by impersonating and imitating real brands and organizations. A phishing email that appears to...

1 week ago



**H** The Hacker News

### Hackers Using Device Registration Trick to Attack Enterprises with Lateral Phishing

Microsoft has disclosed details of a large-scale, multi-phase phishing campaign that uses stolen credentials to register devices on a...

4 hours ago





# ID FACTS



## Dealerships And Their Buyers Need Protection More Than Ever.

Identity Theft

14  
Seconds

someone becomes the  
victim of identity fraud

Financial Fraud

\$52  
Billion

total loss from ID fraud in  
2021<sup>1</sup>

Data Privacy

22  
Billion

records were exposed in  
breaches in 2021

Breach Response  
Readiness

63  
Percent

of dealerships don't have  
formal processes in place to  
respond to data breaches  
([source](#))

Since the Pandemic, **84%** of dealers saw increased fraud at their dealership (eLEND).

# ID FACTS



## We're more connected than ever

Technology is essential to daily life. We use devices and apps that enable us to shop, bank, work and even socialize through our tech.

**Now you must consider your car as a device with wheels!**

25

The average  
connected devices in  
one U.S. household<sup>1</sup>

6h 42m

Average time spent per day  
per user on the internet<sup>3</sup>

90

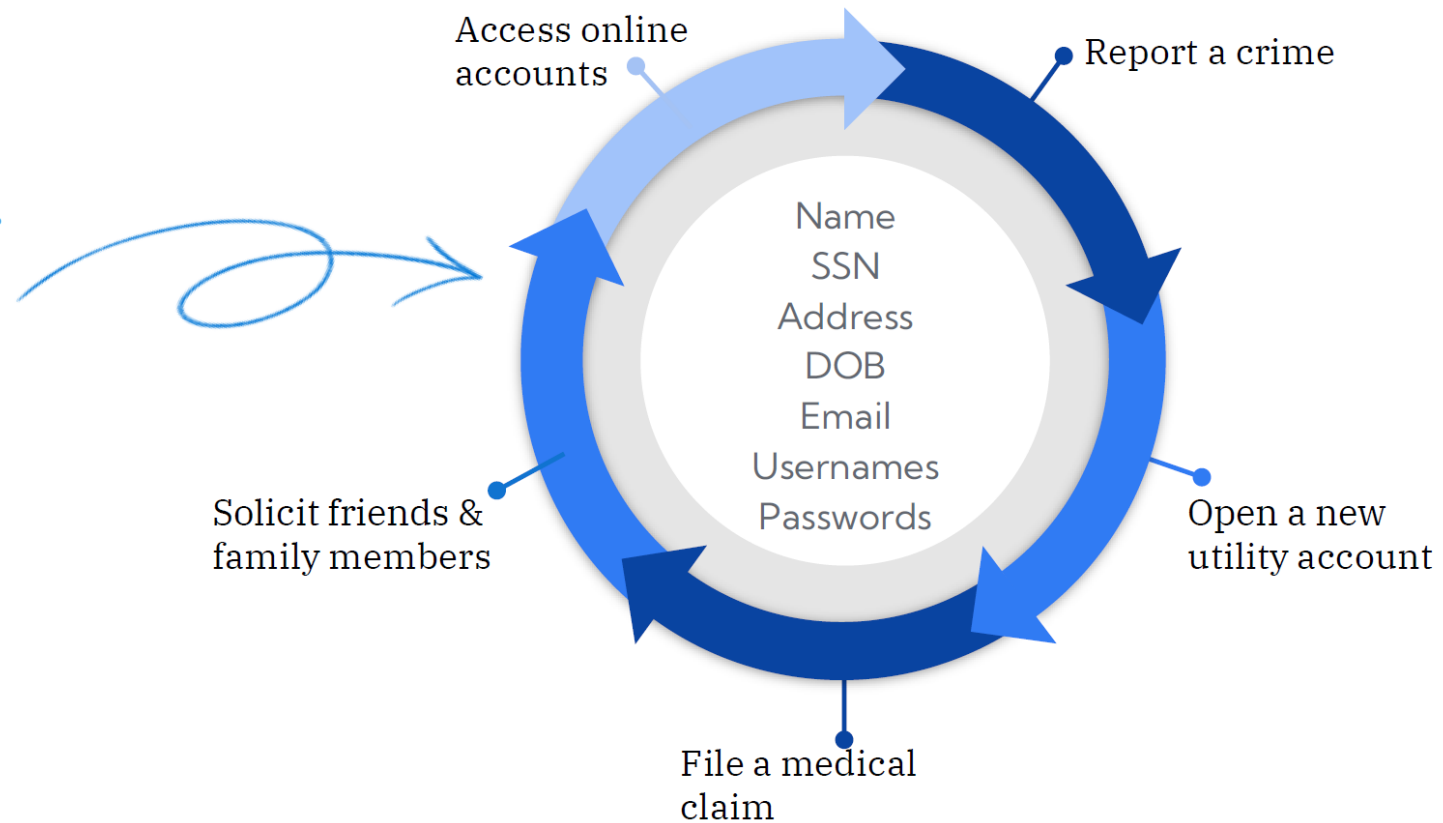
Average number of  
accounts of an  
online consumer<sup>2</sup>

<sup>1</sup> [Deloitte 2021 Connectivity and Mobile Trends Survey](#) <sup>2</sup> [Digital Guardian](#) <sup>3</sup> [Digital Report 2020](#)

# ID FACTS

## 1. Identity Theft Protection | Why We Need It

Identity theft starts with a criminal obtaining your personally identifiable information (pii)





The cost of fraud in general is massive, however Auto specific fraud is significant!

- The FTC reports there were nearly 40k reported cases of ID theft related to auto loans accounting for \$7.7 billion in loan value in 2021. in addition, nearly 1 million vehicles were stolen in 2021 valued at over \$7.4 billion
- Think of your car as a device with wheels - once compromised, they can have access to your address through GPS, access your phone contacts through the vehicles infotainment system, the list goes on...
- They can use your VIN to register stolen cars or make false insurance claims, leaving the true registrant with the debt. VIN Cloning...its real

# Safeguards



How we help Dealers



# Safeguard Facts

Dealers must embrace Safeguard requirements or pay fines!

- With the **new Safeguard enhancements coming in June 2023**, which specifically names “automobile dealerships” as non banking financial institutions that fall under the purview of these new revisions, they will be required to protect their buyers’ data or face significant fines and by the FTC.
- The Revised Rule imposes a series of new technical and administrative requirements on dealers that must act immediately to meet compliance with the new rules or otherwise risk penalties of up to \$46,517 per violation. NADA estimated that the new rules would cost a single dealer \$276,925/yr.
- **In the event of a Cyber Incident “Breach” a dealership must have a dedicated person and plan for remediating the issue (a breach response program)**

# USA ID RECOVERY Reseller Program

Provide your buyers valuable protection at an affordable price

1

## Detecting Fraud

USA ID helps detect fraud by monitoring credit, auto/home titles, personal information, IDs, accounts, criminal records and more. Even better, we alert buyers up to 250X faster than competitors.

## Preventing Fraud

USA ID helps get ahead of fraud with preventative tools, including credit freeze, automated online data removal, and personal protection.

## Mitigating Fraud

If fraud does occur, USA ID is here to support your customers with 24/7 customer support, resolution services, and a \$1M insurance policy.

Average retail price for buyer	\$365/year
USA ID Exclusive price for buyer via dealership:	\$75/year
Annual cost savings for buyer:	\$290/year



# USA ID RECOVERY Reseller Program

Provide your buyers valuable protection at an affordable price

1

## Reseller Program

### A proven, scalable path to revenue

1. **Grow your revenue.** 60% of car buyers opt-in to purchase multiple years of coverage of the USA ID Recovery's program
2. **Easy to sell and manage.** Seamlessly integrated into most dealership menus for fast and simple e-contracting.
3. **Compliment your Red Flags program.** Proactively mitigate risk for both your customers and your dealership
4. **Save Costs with USA ID's Solution.** Provide USA ID to your employees at no cost and leverage a breach response solution at no cost!

#### Sample Revenue Model

# of vehicles sold Annually	2400
Upsell Percentage	60%
Dealer cost per year sold	\$25
Customer cost per year	\$75
# of upsell years sold (2)	
Total Cost to the Dealer	\$75
Total Cost to the Customer	\$150
Dealership Gross Margin	\$240,000

#### Additional benefits

- Data Breach Solution Cost \$0.00
- Employee ID Protection Cost \$0.00

#### Revenue model assumptions:

Dealer covers year 1 for customer; customer buys 2 additional years at an upsell rate of 60%  
Upsell rate based on average across our dealership partners

\*Data Breach coverage may be provided by  
1 of 2 Data Breach Response Partner

# Employee Protection Program

2

We help transform employees from being the leading cause of cyber attacks to your greatest frontline defenders

53%

of all people approached by scammers will engage<sup>1</sup>

87%

of businesses are dependent on employees to access mobile business apps from their smartphone<sup>2</sup>

88%

of data breach incidents are caused by employee mistakes<sup>3</sup>

USA ID provides **Free Coverage to all Dealership Employees** as part of our Protection Program

**90% of employees** offered ID Theft Protection were more invested in their company's security<sup>4</sup>

# Breach Response Readiness

3

Enhanced  
Safeguards Rule

New Safeguards Rule requires you to have a breach readiness and response plan in place

In the event of a breach, dealership is required to provide notification and free credit monitoring to impacted consumers

Waiting until the last minute to secure a vendor and pricing can lead to excessive costs and create risk of non-compliance



## **Dark Web Breach Alert Monitoring**

Monitors the Dark Web for data breaches that could impact your company. Also includes Business Credential Monitoring of key business credentials on the Dark Web and Black-Market Internet



## **Breach Response Services**

Includes 24/7/365 breach response, 2 years of breach victim identity recovery and monitoring services for up to 100,000 victims, 5,000 breach notifications for free, and call center, legal, data forensics, public relations, and law enforcement coordination services



## **Employee Identity Protection and Restoration**

Employees of the dealership get complimentary full identity theft protection services, including recovery and monitoring

**USA ID's**  
Breach Response  
Readiness Solution  
for Dealerships

NADA estimated that the enhanced rule would cost a single dealer **\$276,925/yr.**