



myTrueIdentity: Data Breach Services from TransUnion

We help you respond to a data breach or fraud event with speed, strength and confidence

A recently discovered data breach or fraud event doesn't have to destroy your organization. With *myTrueIdentity: Data Breach Services* from TransUnion®, get the resources, expertise and service you need to respond forcefully and fast – we'll have a fully operational program up and running within 48 hours.

Companies that fail to respond lose more customers following a data breach. You don't have to be a statistic. The average abnormal churn rate increased 2.9 percent between 2015 and 2016.¹

However, when a company executes a well-conceived response plan, the average cost of a data breach is reduced as much as \$16 per record¹. Customer relationships are also saved.



RESTORE CONSUMER CONFIDENCE, ONLINE OR OFF

Provide affected customers instant online access to the resources they'll need.

As a Data Breach Services Partner, choose from one of three packages featuring different levels of credit monitoring and identity theft protection support - to accommodate specific organizational needs. For full solution flexibility, TransUnion offers online as well as offline, paper-based, credit monitoring solutions for consumers who do not have access to the Internet.²

- Basic Breach Packages with 1 and 3-Bureau Options
- Premium Breach Package with Differentiated, Value-Added Features
- Offline Credit Monitoring Packages



HELP VICTIMS CONFRONT FRAUD AND RESTORE THEIR GOOD NAME

Identity restoration services are available as part of our breach credit monitoring packages, or as a standalone service. A specialized team of identity restoration agents will be made available to your customers to:

- Consult with victims on the preparation of documents included in the Restoration Services Toolkit, including a Cover Letter with Consumer Checklist, ID Theft Affidavit, Authorization Form and CRA Permission Forms
- Work closely with victims to, if needed:
 - » Review their credit file for recent inquiries and newly opened accounts (last 12 months)
 - » Add a 90-day fraud alert
 - » Remove the victim from marketing offer promotions for 5 years

Impacted consumers become eligible for additional benefits upon receipt of completed paperwork.



EASE THE BURDEN OF A BREACH ON YOUR ORGANIZATION

Notify affected consumers in a timely and professional way³. Our team will equip you with letter templates, designed by our identity protection experts, to help you formulate your response.

Think you'll need telephone assistance? For an additional fee, add this seamlessly integrated, fully customizable option to your program, available with:

- Toll-free hotline
- FAQs and scripting assistance, via an agent, live or automated through Interactive Voice Response
- Bilingual (English/Spanish-language) call center

¹ 2016 Cost of Data Breach Study: Global Analysis, Ponemon Institute LLC, June 2016

² Complete package details available via from your TransUnion Account Manager

³ Is Your Company Ready for a Big Data Breach? Ponemon Institute, LLC, September 2014

WHY TRANSUNION®?

TransUnion delivers Data Breach Services to several of the nation's largest credit card issuers, auto lenders, healthcare providers and insurance carriers. We also provide fraud training to local, state and federal law enforcement agencies.

- **Quick & Comprehensive** with fast response times and cross-bureau communication
- **Innovative & Industry-Leading** with the 1st fully dedicated Fraud Victim Assistance Department and 1st data breach service in the business
- **Convenient** with 24/7 access to Identity Theft Insurance Specialists
- **Personalized & Painless** with customized account management and easily implemented solutions

HELP YOUR BRAND AND ITS CONSUMERS RECOVER FROM A BREACH OR FRAUD EVENT. NOW.

Please contact us at databreach@transunion.com or call **800-719-1636**.