



myTrueIdentity: Data Breach Services from TransUnion

Will your organization be ready to respond, when every second counts?

Security threats are a growing – and expensive – epidemic. Globally, between 2015 and 2016, the cost of a data breach for an organization increased from \$3.79 million to \$4 million, with the price per record averaging \$158.¹

But when a company has a formal incident response plan in place, the average cost of a data breach is reduced as much as \$16 per record.¹ Customer relationships are saved. That's why it's so important to plan ahead.

With *myTrueIdentity* Data Breach Services from TransUnion®, your organization will have an actionable program in place – so you can respond to a data breach or fraud event quickly, effectively and confidently.



PROTECT YOUR CUSTOMERS, ONLINE OR OFF

Should a data breach or fraud event unfold, be ready to 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



To stop the loss of customers following a breach, free identity theft protection and credit monitoring services are a confidence-boosting approach. 45% of recently surveyed executives, whose companies experienced a breach, said these services help customers manage potential security concerns after an incident.³

IN THE UNFORTUNATE EVENT A DATA BREACH LEADS TO THEFT AND FRAUD, ADDRESS IT FULLY AND QUICKLY WITH OUR IDENTITY RESTORATION PROGRAM

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.



SECURITY THREATS DON'T NEED TO BRING YOUR ORGANIZATION TO A HALT

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

⁴ Additional fee applies

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 VICTIMS CONFRONT FRAUD AND RESTORE THEIR GOOD NAME

It's a matter of "when" not "if." Start preparing for a data breach or fraud event now. Please contact us at databreach@transunion.com or call 800-719-1636.