

# Help your account holders gain peace of mind — and your financial institution a new source of fee income.

**DELUXE**  
**PROVENT®**  
ID Theft and Fraud Protection

Identity theft and fraud don't just threaten financial assets and tie up resources. They leave victims feeling inconvenienced, unsettled and even betrayed.

The costs to recover are significant. Ninety-six percent of all banks incurred a financial loss from debit card fraud — 73% from check fraud.<sup>1</sup>

Plus, bad feelings can translate into unfavorable numbers. A McKinsey & Company research report found that 72 percent of account holders left their financial institution because of a negative experience, while 87 percent of account holders gave more money to their financial institution as a result of a positive experience.

That's a case for aggressive action — especially when consumers have indicated that they would feel most comfortable purchasing identity theft protection solutions through their financial institution.

Deluxe® can help you take that action so identity theft and fraud don't steal your account holder relationships.

You've never had more tools to prevent and respond to identity theft and fraud — or to restore reputations and peace of mind.

In fact, with the Deluxe suite of identity theft protection solutions, you can deepen account holder relationships, set your financial institution apart from the competition, position yourself to acquire accounts, and prevent the resource drain and financial loss to your financial institution associated with identity theft events.

You can do all of the above while earning additional fee income.

## **Deluxe Provent®: Value for your account holders and fee income for you.**

Provent is an integrated suite of identity theft and fraud protection services, which includes several options for enhancing your account holder relationships and generating fee income.

It all starts with our introductory wholesale, identity theft and fraud protection packages. The uses for our wholesale packages are endless, but consider these possibilities:

- Include a wholesale package in checking account offerings.
- Create a rewards-based checking account that includes Deluxe Provent.

- Provide as an incentive to attract and retain account holders.
- Generate fee income by including a Deluxe Provent package into account(s) and charging a small service fee (or increasing account fees) for the value the service is providing.
- Sell an introductory wholesale package to account holders.

## **Solutions for your consumer accounts.**

Examples of our wholesale package options include:

**ID Restoration:** A dedicated specialist is assigned to each Deluxe Provent user to assist with restoration in the event that the user becomes a victim of identity theft and fraud. Plus, an online wallet with 24/7 secure access that eliminates paper trails and reduces the risk of fraud and identity theft with online storage of sensitive personal information. The service is also backed by the EZShield Promise® which states that should you experience an identity theft event, certain preventive and complementary services will be provided to mitigate further risks. Family ID Restoration is also available.

**ID Protect:** In addition to the services offered with ID Restoration, ID Protect includes proactive Internet monitoring and alerts (i.e., searches of certain data and records available on the Internet to identify any known risks associated with up to 14 different consumer identity elements, such as credit card information).

**ID Protect Plus:** Includes all the benefits of ID Protect, but adds 1-bureau credit monitoring for those who want additional reassurance through enhanced monitoring.

**Checking Account Protection:** Provides 24/7 access to a certified Resolution Specialist in the event of any type of fraud associated with a checking account including mobile, online, debit, and ATM fraud. Also includes advancement of lost funds up to \$25,000 incurred due to check, ATM and debit card fraud within 72 hours of a validated request; a secure online wallet to store personal information such as identification, bank account information, credit card information, passwords, etc. Plus, ongoing education and tips for the account holder as well as a black market scan to ensure there is no immediate known threat to the user's account.

## **Need a solution for your small business owners as well?**

One of the biggest threats to small business owners today is the risk of a data breach or identity fraud. Small businesses are in the crosshairs of cybercriminals who

**12.6 million identities were stolen in 2012.<sup>2</sup>**

The average fraud amount per victim was \$1,653 in 2012, totaling over \$21 billion in consumer losses annually.<sup>2</sup>

**97%**

of consumers surveyed expect their FI to help protect their financial assets from fraud.<sup>3</sup>

<sup>1</sup> ABA Deposit Account Fraud Survey, 2011

<sup>2</sup> Javelin Strategy & Research, Identity Fraud Report, 2013

<sup>3</sup> Deluxe Consumer Research Study, August 2012



see them as easier and more profitable marks. More than 50 percent of small-to-medium sized businesses experienced a data breach in 2012.<sup>4</sup>

Small businesses suffer more than their larger counterparts due to their inexperience in preparing for and responding to these threats — they are under-resourced and overwhelmed by the options.

In addition, small business owners have more assets and that puts them at greater risk of being a target for identity theft and fraud, and therefore, they need help protecting those assets from exposure.

## Solutions for your small business accounts.

### Business ID Restoration

- A certified Resolution Specialist will be assigned to manage the fraud or identity theft case related to yourself or your business.
- Plus, an online wallet with 24/7 secure access that eliminates paper trails and reduces the risk of fraud and identity theft with online storage of sensitive personal and business information.

### Business ID Assess

- All the benefits of Business ID Restoration.
- Plus, a self-assessment designed to evaluate your existing data security measures and provide you with an actionable security readiness score.

### Business ID Protect

- All the benefits of Business ID Assess.
- Plus, Internet Monitoring to scan the Internet's black market chat rooms for your personal and credit information.

### Business ID Protect Plus

- All the benefits of Business ID Protect.
- Plus, Credit Monitoring to scan your credit report for any changes reported, allowing you to proactively validate that all transactions are yours.

### Business Checking Account Protection

- Access to a certified Resolution Specialist in the event of any type of fraud associated with a checking account including mobile, online, debit, and ATM fraud.
- 72-hour advancement of lost funds up to \$25,000 for forged signatures and/or endorsements or altered and/or counterfeit checks.
- Secure online wallet to store business information such as BINs, credit card information, business account information along with important documents and records.

- Ongoing education and tips that help safeguard against identity theft and fraud.
- A one-time black market scan to help ensure the business name, address, phone number and business checking account number are not currently compromised in the black market channel.
- End2End Defense<sup>SM</sup>: A three phase response process tailored to the specific event's discovery, isolation, restoration and further damage mitigation.

## An easy upgrade model.

The value of the program doesn't stop there. The Deluxe Provent turnkey upgrade model presents additional fee income opportunities, while allowing account holders to configure their "ideal product." When account holders activate and/or interact with a Provent package that you have provided to them, they will have the opportunity to purchase additional protection from Deluxe on their own. That's right, we will be working on your behalf to help better protect your account holders and drive additional fee income.

At the same time, your financial institution can also promote and sell our suite of services directly to account holders.

As account holders choose additional product options that meet their needs, your financial institution receives commissions on those fees.

And, with many different service options available within our suite (e.g., Internet Monitoring, Credit Monitoring, Public Record Monitoring and Vault), we offer plenty of opportunities to earn additional commissions.

This all adds up to a highly competitive, highly attractive program.

## Act now to put these tools to use.

The statistics are compelling. The tools are powerful. Ask your Deluxe Account Representative to assess your situation and walk you through your options.

For additional information, contact your Deluxe Account Representative

- Call **888.633.5893**
- Email **fraudservices@deluxe.com**
- Visit **deluxe.com**

## A Growing Threat to Small Businesses.

- 95% of VISA<sup>®</sup> credit card data breaches are on small businesses.<sup>5</sup>
- Small business owners experienced a fraud rate 1.9 times higher than consumers who do not own a small business.<sup>6</sup>
- Three out of four small and midsize businesses that encountered banking fraud during the past year were victimized online.<sup>7</sup>

"There has been a shift in the threat landscape, and organized crime is targeting medium to small-sized businesses in the U.S. What we're seeing is the bad guys exploiting people who haven't taken basic security considerations into account in their small business. An attacker is ... basically looking for people who have let their guards down."

### Alex Hutton

*Principal for Research and Intelligence at Verizon and co-author of "2011 Data Breach Investigations Report."*

<sup>4</sup> Ponemon Institute, 2012 Cost of Data Breach Study

<sup>5</sup> VISA

<sup>6</sup> Javelin Strategy & Research, 2012 Identity Fraud for Small Business Owners, Insights Report Brochure

<sup>7</sup> 2011 Business Banking Trust Study

Trademarks shown are the property of their respective owners. Deluxe Provent is powered by EZShield.

© 2013 Deluxe Enterprise Operations, Inc. All rights reserved. DPRJTSS (05/13)

