

DETER·DETECT·DEFEND



www.ftc.gov/idtheft

Overview of Identity Theft

This serious crime is costly to the nation's economy and to all Americans.

- ID theft strikes nearly 10 million U.S. consumers annually
- Imposes \$50 billion in unnecessary costs on the nation's businesses every year
- 15,000 to 20,000 consumers contact the FTC about this crime each week

"Deter, Detect, Defend" Campaign

A nationwide education campaign was launched in May at a White House event to convey important messages to combat this growing crime problem.

- **Deter** – Take steps to reduce your risk of ID theft
- **Detect** – Monitor your personal information
- **Defend** – Move quickly; take the right steps when you suspect identity theft

Campaign Objectives

- Drive behavioral change among consumers that will reduce their risk of identity theft
- Increase consumer awareness of steps to mitigate consequences when identity theft is suspected, including filing a complaint with the FTC
- Fulfill congressional mandate under the Fair and Accurate Credit Transactions (FACT) Act of 2003

Campaign Strategies

- Empower the consumer: provide clear, actionable advice on how to reduce risk
- Engage public and private sector partners – federal agencies, law enforcement, consumer organizations, and leading trade associations

Campaign Materials

An ID Theft Consumer Education Kit is available in English and Spanish to help organizations and communities inform consumers about how to reduce risks of ID theft and respond if it strikes.

- **Talking About Identity Theft: A How-to Guide** – This booklet provides step-by-step instruction and tools to aid in consumer education: a slide presentation with notes, speeches, press-releases, and ideas for community outreach, among other resources
- **Tri-Fold Brochure – Key "deter, detect, defend"** advice packed into an easy-to-reproduce brochure
- **Video DVD** – Compelling 10-minute video featuring stories of how real ID theft victims responded
- **CD-ROM** – Disk containing all educational materials for easy reproduction
- **Take Charge: Fighting Back Against Identity Theft** – In-depth guidebook for ID theft victims

Partner Involvement

There are various ways your organization (and its affiliates) can participate. You could:

- Run articles about the campaign in your publications
- Post information on your website and/or link to www.ftc.gov/idtheft
- Distribute the FTC's materials (a group may also reprint the materials with its own logo and industry-specific messages)

FTC representatives will work with you to develop the best options for your organization.

Contacts

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Hispanic Outreach, Federal Trade Commission,
Division of Consumer and Business Education

The U.S. Federal Trade Commission is the nation's consumer protection agency and a leader in the nation's fight against ID theft, through such services as:

- Victim assistance via a toll-free ID theft hotline, 1-877-ID THEFT, and website, <http://www.ftc.gov/idtheft>
- Comprehensive information for consumers, businesses, and law enforcers
- The Identity Theft Data Clearinghouse, U.S. repository for ID theft complaints
- Special training for law enforcement officers on ID theft