

ASK FRANK

Protecting Yourself Against Identity Theft

by Frank Abagnale, Jr.

(NAPSA)—Identity theft is the fastest-growing crime in America, with 27.3 million victims in the past five years, and 10 million in the past year alone, according to the Federal Trade Commission.

Now, a leading marketing company has launched an initiative featuring a range of consumer protection services that is said to offer peace of mind and a stronger security blanket for the future.



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A new comprehensive product from the Cendant Marketing Group, called Secure All, includes a range of benefits — from identity theft insurance, credit monitoring and financial advice to auto service and prescription discounts.

Identity theft has become an unfortunate reality of our everyday lives. Identity theft insurance and credit protection, which are features of this innovative Secure All product, are very effective weapons in fighting this serious crime.

The product package offers the following benefits:

Credit Protection:

- Triple Bureau Credit Report and Score. This allows consumers to closely view their credit history in a user-friendly format from the three leading credit-reporting agencies.

- Fraud Resolution. Victims of ID fraud will have access to personal caseworkers, and an identity theft customer guide that helps navigate and resolve identity theft problems.

- Lost/Stolen Credit Card Hotline. A single phone call can cancel and replace all stolen/lost cards.

- Emergency Cash. If your credit card is stolen, Secure All will wire you a cash advance up to \$1,000, provided consumer has



Consumers can now purchase insurance for certain losses associated with identity theft.

available credit.

Insurance:

- Identity Theft Insurance pays insured customers up to \$10,000 for certain losses associated with resolving a case of stolen identity as well as toll-free hotline service.

Health Care Savings:

- Consumers receive 10 to 50 percent off manufacturer-suggested retail prices in prescription drug discounts at more than 48,000 participating locations nationwide. This benefit is not an insurance product.

Additional services include legal phone consultation service, a toll-free tax hotline for all tax planning advice, 24-hour roadside assistance and pet registration, location and reunion services.

The Cendant Marketing Group is a global leader in the membership, insurance and loyalty marketing businesses. To learn more about services available through Secure All call toll free 1-877-859-3287.

Frank Abagnale is a former master forger and leading fraud prevention expert whose early life was the basis for the movie "Catch Me If You Can." To have your questions considered for this column, please send it to askfrank@privacy.trilegiant.com. Frank can only answer questions selected for this column.