

Identity Theft

Attention Online Shoppers: You Can Fight ID Theft

(NAPSA)—For those who think shopping malls can be unsafe places, the threats you can't see while shopping on the Internet can be far more dangerous. Consumers can take a number of practical steps, however, to keep their personal information—and computer—more secure.

Online shopping is increasing. It's estimated that 2.5 million households will make a purchase online for the first time this year. Experts contend, however, that as the number of online purchases increases, so does the risk of identity theft, spyware, viruses, worms and phishing.

Despite the threat, many home computer users fail to protect their computers and their confidential information. M. Fahim Siddiqui, Chief Executive Officer, Sereniti, Inc., a home and small office computer networking and security solution provider, recommends taking the following steps to combat identity theft:

- Print receipts of online purchases to check against your credit card bill and print copies of guarantees or warranties.
- Consumers who receive an official-looking e-mail requesting personal information should contact the business directly using an alternate means to confirm the legitimacy of the request.
- When shopping online, the Trust-e symbol or a Better Business Bureau online seal are good indications that the vendor has technology in place to protect sensitive personal information.



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- Look for “https” in the address, instead of just “http” to confirm that a Web site is secure.

Maintaining a secure home computer is key to protecting yourself from online threats. For example, the Sereniti Smart Home Network Service is a subscription-based service that automatically updates and maintains current anti-virus, anti-spyware and pop-up blocker software.

It also provides hardware and software firewalls and parental controls, helping protect users against intrusions that could result in identity theft and other computer threats.

The company backs its service with a free \$25,000 identity theft insurance policy and \$1,000 in virus damage protection.

For additional information, visit www.sereniti.com or phone 1-888-697-3736.