



ID Assist for **Employees**



# Your people are your greatest asset.

# They're also **your** **greatest risk.**



**1 in 3 Canadians have been hit by identity theft.<sup>1</sup>** Your employees are at risk—and that means your organization is too.

Some people think identity theft is synonymous with credit card fraud, but it's far more insidious than that.

- ID thieves can use the details they collect to take out loans or a mortgage in your name.
- They can use your social insurance number to gain employment and leave you with the tax bill.
- They can even seize ownership of your house through title fraud.

Identity theft is a crime that almost always goes undetected until the damage is done. It poses a significant threat to your employees and to your company. And HR has a vital role to play in managing the risk.

ID Assist is a powerful and cost-effective way to do exactly that.

# Why safeguarding employees isn't just an IT issue

Preventing ID theft and financial fraud requires a multifaceted strategy. Most enterprises are implementing tools, technology and training in an effort to mitigate threats.

But when it comes to securing their personal data, many employees are in the dark. Given how quickly new scams and tactics emerge, it's easy to see why. And the more our personal lives blend with our work lives, the tougher it is to limit cyber threats to one arena or the other.

So what role does HR have to play in helping employees safeguard their personal information?

By empowering employees with ID Assist's advanced identity monitoring services, you're equipping them with an early warning system that detects signs of suspicious activity. We stay on top of the latest threats so your people don't have to. And if there has been a case of fraud, our legal experts will even take over the remediation process so your employees can stay focused on their lives – and their work.



# How **personal ID theft** can hurt your business

Picture this:



**1** | Your employee's personal email account gets hacked—and he doesn't know it. Worse still, he uses the same password for personal and work email accounts.



**3** | Before you know it, criminals have their hands on your company's data. This is just one way identity thieves can harm your business via your employee's personal online presence.



**2** | Identity thieves are experts at building complete profiles from disparate data sources. After accessing his personal email, they move on to his work email account.



**4** | And although email is just one way in, it's a place where troves of sensitive information reside: product plans, intellectual property, contracts, sensitive client information, and the list goes on.

# 25%

Despite an increased focus on security training, **25% of employees report that they use the same password for every account.** Another 23% of employees frequently click on links before verifying that they lead to a legitimate, safe website.<sup>2</sup>

# The impact on employees creates **risk at work**

Identity theft is a risk to your employees' mental health and wellbeing, their financial situation, and their personal relationships. And all of these things are a risk to your organization.

A study conducted by the Identity Theft Resource Center reveals the emotional toll identity theft can take on its victims.<sup>3</sup>



# How ID Assist works



01

## We monitor your employees' identifiers 24/7.

We continuously scan public, underground, and black-market websites for your employees' personal and financial information. They can choose the data they want us to monitor, from a single email address to a wide range of items, including credit and/or debit cards, chequing and/or savings account numbers, social insurance number, driver's licence number, passport numbers, email addresses, phone numbers and more.

02

## We'll update them when we find something suspect.

We'll alert employees to suspicious activity so they can minimize the damage and resulting stress. They can choose to be alerted by email, text, or through our mobile app. We'll tell them what we found and what they should do next; and they can always get in touch with us if they want help.

03

## We help to restore their identity.

If something happens, we'll put the pieces back together. We help restore thousands of identities a year, and your employees will work with one of our expert lawyers to fully set things right.

# How to empower employees with ID Assist

For your organization, ID Assist is a completely turnkey and hands-off solution. Once you've let your employees know about it, you can leave the rest to us.

## Step 01

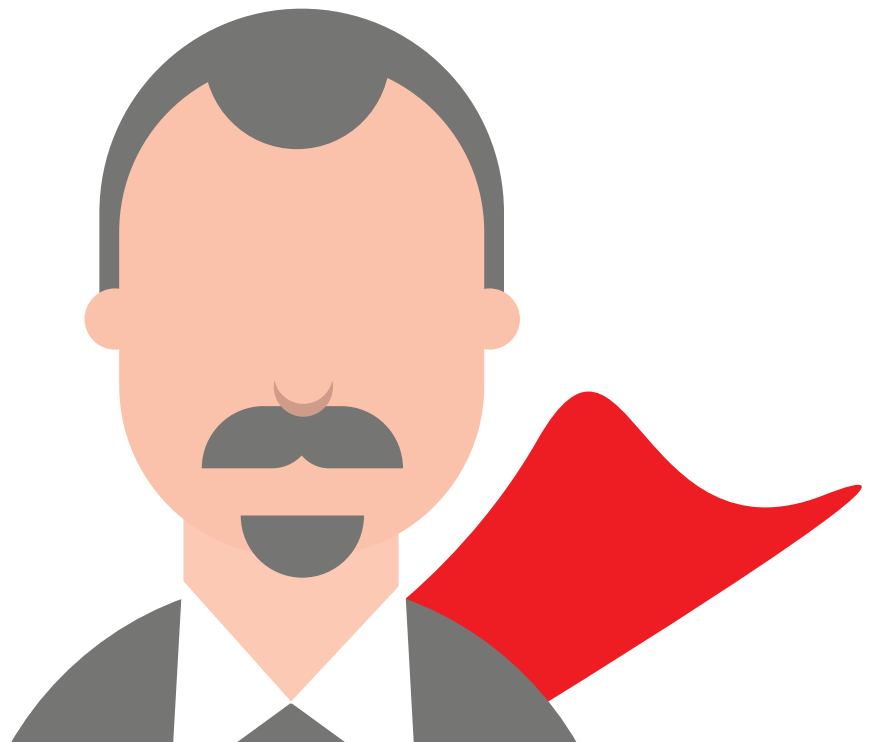
**Speak with us** and we'll work with you on the details, including the corporate discount amount.

## Step 02

**We'll make it official with a signed agreement.** Then, we'll provide you with a tailored communications package, including materials like a ready-made email template, language you can include in internal communications to your employee base, and even promotional content for around the office. At no point will we ask for your employee database.

## Step 03

**Your employees register for ID Assist themselves.** There's no admin work for you. And because the relationship is between the employee and ID Assist, they can rest assured that their personal information is never available to their employer. That's an important box to tick for employees who are increasingly concerned about privacy in the workplace.



# What sets ID Assist apart?



## We're Canadian.

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There are different circumstances at play in other markets such as the US; we understand the Canadian market and its specific nuances.

## We're trusted by Canada's major banks.

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And more than 500,000 Canadians already depend on the technology that drives ID Assist.

## We adhere to the highest security standards.

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Our close working relationships with financial institutions means the security standards we uphold are those required by the major banks.

## We monitor BOTH Canadian credit bureaus.

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Unlike other solutions, we work with TransUnion AND Equifax to provide a full view of suspicious activity on your credit profiles. That way, you can react quickly to anyone using your identity to fraudulently seek loans, credit cards and more.

## We're experienced.

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Our company has been in business for decades, building a history of trust with Canadians. Our investigators have resolved thousands of cases of ID fraud on behalf of our customers.

## We make ID monitoring simple.

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Our freshly overhauled digital user experience is designed to make ID monitoring painless, from registration right through to remediation following fraudulent activity.