

# PROTECT



Give your accountholders identity theft protection service **free for six months** with no obligations!

## A PROVEN SOLUTION TO HELP PROTECT YOUR ACCOUNTHOLDERS FROM IDENTITY THEFT

IDENTITY GUARD® from Intersections Inc., brings a proven 10-year track record of fighting identity theft with the same 24/7 technology that the biggest names in financial services provide to their customers—keeping your accountholders one step ahead of even the boldest identity thieves.

### YOUR FIRST LINE OF DEFENSE AGAINST IDENTITY THEFT

With attacks on personal and financial information becoming more sophisticated and aggressive, it's time to take action to protect your accountholders—before it's too late. By recommending IDENTITY GUARD, you can help protect your accountholders from the devastating financial, psychological and legal consequences that occur when someone uses their financial or personal information without permission, or commits crimes, such as fraud, using their identity.

IDENTITY GUARD offers four levels of protection service from which to choose. Each level adds an increase in benefits beyond credit monitoring and provides robust solutions to help defend against multiple points of attack by identity thieves. To help introduce these solutions, Deluxe® is offering **six months of free enrollment** in the IDENTITY GUARD GOOD START<sup>SM</sup> service.

#### LEVEL 1: GOOD START<sup>SM</sup>

Credit bureau monitoring verifies the accuracy of the consumer's credit file as it changes, while e-mail or text message alerts notify them of changes. Credit Education Specialists are on call via toll-free hotlines to provide assistance if anything just doesn't seem right.

#### LEVEL 2: WATCHFUL EYE<sup>SM</sup>

Adds surveillance of the Internet's "financial black market" and "back alley" chat rooms and newsgroups to help ensure registered credit card numbers and financial information are not being traded, exchanged or sold by identity thieves. WATCHFUL EYE<sup>SM</sup> also includes all the benefits of GOOD START and is especially useful for frequent users of the Internet, cell phones and other wireless devices.

#### LEVEL 3: EXTRA CAUTION<sup>SM</sup>

Creates a comprehensive safety net with in-depth monitoring of all three credit bureaus every business day, including prompt e-mail alerts if suspicious changes are detected. Allows personal review of these alerts to remove suspicion and ensure that each inquiry was properly authorized. This level includes all the benefits of WATCHFUL EYE and is ideal for frequent users of credit and financial products.

#### LEVEL 4: Total Protection

Takes protection to the highest level and helps stop identity theft in its earliest stages. Includes all the benefits of EXTRA CAUTION, plus daily surveillance for unlawful use of Social Security numbers and other sensitive data, reporting on public record profiles, and scanning for cell phone and other applications fraudulently submitted in the consumer's name. 3-in-1 credit bureau reports, scores and alerts round out the service.

INCREASE SECURITY



Include IDENTITY GUARD® as a key component of your Red Flags Identity Theft Program.

Deluxe is committed to partnering with your financial institution to bring you the best solutions, while offering high-value, revenue-generating opportunities. You can trust our experience and expertise in providing these services, including IDENTITY GUARD from Intersections Inc., which actively protects more than 8 million consumers against identity theft.

PROVIDE PROTECTION FOR YOU AND YOUR ACCOUNTHOLDERS, WHILE GENERATING REVENUE AND INCREASING LOYALTY

IDENTITY GUARD® is a comprehensive protection service and a turnkey solution that will help increase revenue and establish deeper relationships with your accountholders—with no additional cost or effort for your financial institution. If you choose to participate, Deluxe will introduce the program to your accountholders by providing a co-branded check package insert that promotes the offer of six months of free IDENTITY GUARD GOOD START™ service. Your financial institution will also receive a commission on completed paid enrollments in IDENTITY GUARD services.

Many financial institutions choose to further educate their accountholders about identity theft and what IDENTITY GUARD can do to protect them. If you would like to promote the service, Deluxe will provide your financial institution with complimentary promotional materials and other tools to help market IDENTITY GUARD, such as:

**Statement stuffer/promotional flyer**—Promote IDENTITY GUARD in accountholder statements, include in your new account opening packet, and use as a handout as part of teller or drive-through transactions.

**Web banner ads**—Promote IDENTITY GUARD on your financial institution’s Web site with a link to enroll.

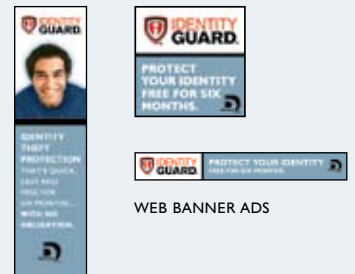
**Branch reference guide**—A guide for employees to help answer questions about IDENTITY GUARD.



CO-BRANDED CHECK PACKAGE INSERTS



STATEMENT STUFFER/PROMOTIONAL FLYER



WEB BANNER ADS



BRANCH REFERENCE GUIDE

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