

Sample CU newsletter article



Take Steps To Prevent ID Theft and Preserve Your Peace of Mind

Who are you? Identity thieves really want to know.

And they're closer than you think.

At the ATM. Online. In the store. Maybe even standing or sitting next to you.

Think about these simple daily routines you perform on any given day:

- charging dinner
- giving your account number out loud at the credit union
- throwing away old magazines

No big deal, right? It is to identity thieves.

ID theft requires **no direct contact** and many victims **don't know** they have been victimized for weeks or months after their identity has been stolen.

Don't think ID Theft could happen to you? Think again.

In 2005, 17,387 New Yorkers had their identity stolen. That's an average of **48 identity thefts in New York State each day!** Of these 17,387 victims, **71 percent were between the ages of 18-49**, and 26 percent were between the ages of 18-29.

(optional, for NYC area CUs) In addition, **55 percent resided in one of the five boroughs of New York City.**

(*Source – Federal Trade Commission, Jan. 25, 2006)

What if one of these victims was your wife? Boyfriend? Sister? Father? Or you?

Don't become the next victim of ID theft. Take steps to protect your personal information and your identity.

[For CUs sponsoring a workshop: Attend a free, in-person training session at (date/location) on the prevention, protection and remediation of ID theft and cyber crimes.]

[For general ID Theft awareness:

- Shred financial documents and paperwork with personal information before you discard them.

- Don't use an obvious password like your birth date, your mother's maiden name, or the last four digits of your Social Security number.
- Keep your personal information in a secure place at home, especially if you have roommates, employ outside help, or are having work done in your house.]

Because what identity thieves don't know, they can find out, and it **can** hurt you. Keep them guessing, and don't let them get to know you.

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