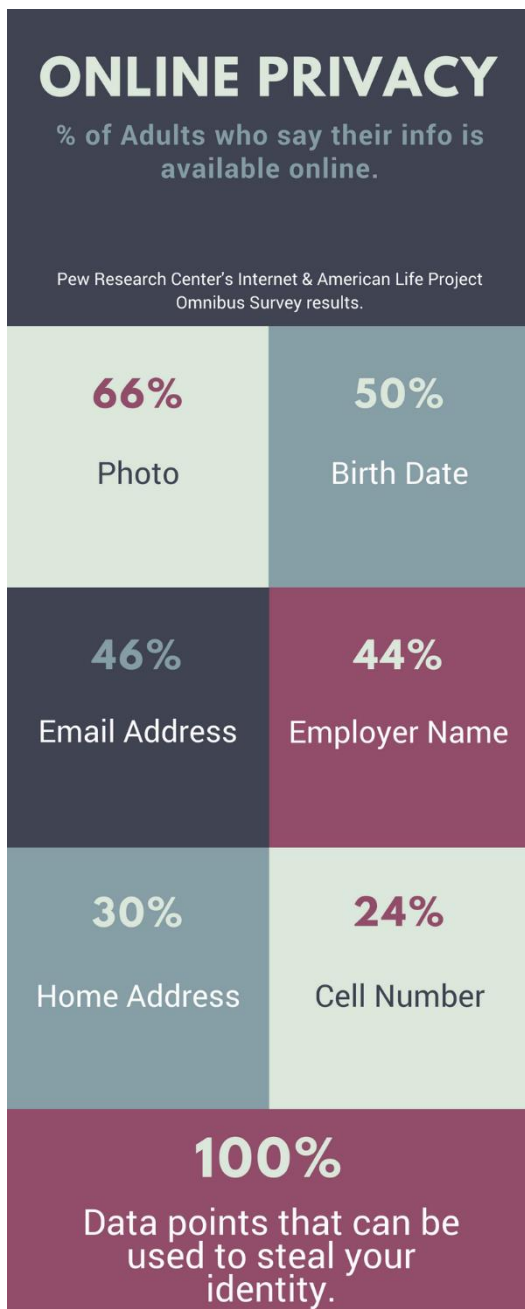




## Digital DNA and Identity Theft

When it comes to data privacy, there is no real silver bullet. Cyber criminals continue to keep pace (or even stay ahead) of the latest technical solutions to protect data privacy. As such, taking steps to shield one's digital DNA is as important as protecting one's physical DNA from those who wish to become your clone.



- Risk: Data breaches exposed 4.2 Billion Records in 2016
  - Remedy: Recognize that data leaks and breaches of personally identifiable information are the norm and no longer the exception.
- Risk: Social Media advertising revenue generated \$60 Billion in 2016
  - Remedy: Recognize that no one is anonymous on the internet and that interested parties from advertising firms to hackers are watching so limit personal information that is shared.
- Risk: Medical identity theft cases increased 22% between 2013 and 2014.
  - Remedy: Check every medical treatment statement to review the accuracy of the transactions.
- Risk: 1.3 million children have their identities stolen annually, with 50% being under the age of 6.
  - Remedy: Regularly monitor your bank and credit accounts for fraudulent activity.
  - Remedy: Activate available credit monitoring services for you and your children.
- Risk: Tax related identity theft projected to top \$26 billion in 2017.
  - Remedy: File taxes as early as possible to avoid potential confusion as a result of fraudulent activity.

