



NATIONAL IDENTITY FRAUD AWARENESS WEEK 2009

BACKGROUND

About National Identity Fraud Awareness Week 2009:

National Identity Fraud Awareness Week is an international campaign that aims to educate consumers and businesses about the dangers of identity fraud and the preventative steps that can be taken. It takes place annually around the globe in Europe, Asia, the United States, Australia and New Zealand.

Identity fraud occurs when thieves steal identifying details from victims by raiding their bins, by stealing their mail, through internet phishing scams or by convincing them to divulge personal details in person or over the phone.

NIFAW is a joint initiative of Fellowes, Crime Stoppers Australia, and partners: Veda Advantage, Symantec – makers of Norton Internet Security – and Australia Post Post Office Boxes.

For more information on how to protect yourself from identity fraud, and how to cope if you are a victim of ID fraud, visit the official campaign website www.stopIDtheft.com.au or www.Crimestoppers.com.au

Fellowes:

Founded in 1917, Fellowes is a global operation that employs over 1700 people. As a global manufacturer and marketer of business machines, records storage solutions and technology accessories, Fellowes enables people to work with greater security, organisation and productivity. To see the full range of Fellowes shredders visit www.fellowes.com.au.

Crime Stoppers:

Crime Stoppers has become an integral part of policing, with information gathered and supplied by the community essential to crime fighting and crime prevention. Globally Crime Stoppers helps to solve a crime every 14 minutes!

Symantec:

Symantec is a global leader in providing security, storage and systems management solutions to help consumers and organisations secure and manage their information-driven world. Our software and services protect against more risks at more points, more completely and efficiently, enabling confidence wherever information is used or stored. More information is available at www.symantec.com.au.

Veda Advantage:

Veda Advantage has been at the forefront of the information business for many decades. Issues such as privacy, data security, fraud and business intelligence are part of our commercial landscape.

Veda Advantage is the largest custodian of credit related information in Australia and New Zealand. We provide insights into more than 16.5 million credit-active individuals and 4.4 million companies and businesses throughout New Zealand and Australia. The vast majority of applications for credit in Australia are checked against the files held by Veda Advantage - providing businesses with the information and knowledge to assist them in making informed decision in customer acquisition and credit risk management.

Veda Advantage recently acquired personal security specialists [Secure Sentinel](#). Veda Advantage will now offer cost-effective and comprehensive identity protection services to help Australians adopt a proactive stance against identity crime.

SecureIdentity

4.4 million Australians have been impacted by identity theft*. To help Australians combat this alarming issue of identity theft, we can now offer you a service called SecureIdentity. A SecureIdentity membership will provide you with:

- A copy of your credit file to assist you in managing your credit history information
- An alert system on your credit file, so that you're notified when a credit provider accesses your credit file. You will receive an electronic alert letting you know who has viewed your credit report, any changes to address information, or if new credit applications have been made under your name. This service helps you take action to prevent financial loss from someone else taking out a loan or credit card in your name.
- In addition, one call to Secure Sentinel, 24hrs/7days and we'll immediately arrange to cancel and assist with the reissue of your lost or stolen credit, debit, fuel, ATM and charge cards. You are also covered against the fraudulent use of your registered cards from the time you register your loss with us, to the time we notify the relevant financial institutions.

For more information on how you can protect yourself against identity theft, visit www.secureidentity.com.au or call 1800 022 043. After all, your identity is your most important asset.

*Veda Advantage Galaxy Survey (April 09)

Australia Post - Post Office Boxes:

With 1.7 million post office boxes installed in over 3,500 outlets across the country, Australia Post has the largest post office box network in Australia. A post office box address provides:

- **Security** – with a post office box your mail is kept safe under lock and key until you're ready to collect it. Protected from the weather and unwanted attention, a post office box is the key to complete confidentiality.
- **Privacy** – a post office box means your physical street address remains private, so it provides a level of protection against unwanted callers.
- **Consistency** – if you decide to move home or business, your post office box doesn't need to change. You'll never have to worry about forgetting to tell your friends and contacts about your change of address again.

- **Convenience** – Mail is delivered to your post office box as soon as it is sorted. And with 24 hour access to your mail at most post offices, you can collect your mail whenever you want.

Post office boxes can be leased at Australia Post outlets in city, metropolitan, rural and remote areas and are available in a range of sizes to suit private and business customers.

To find out more about post office boxes call in to any Australia Post outlet, visit www.auspost.com.au/postofficeboxes or call 13 13 18.

Definitions:

- **Identity theft** occurs when someone uses your personal information without your permission to assume your identity
- **Identity fraud** refers to the gaining of money, goods or services through the use of a false identity
- **Bin raiding** - where criminals collect personal information and discarded correspondence and use it to steal an identity to obtain cash, credit and goods

ENDS

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