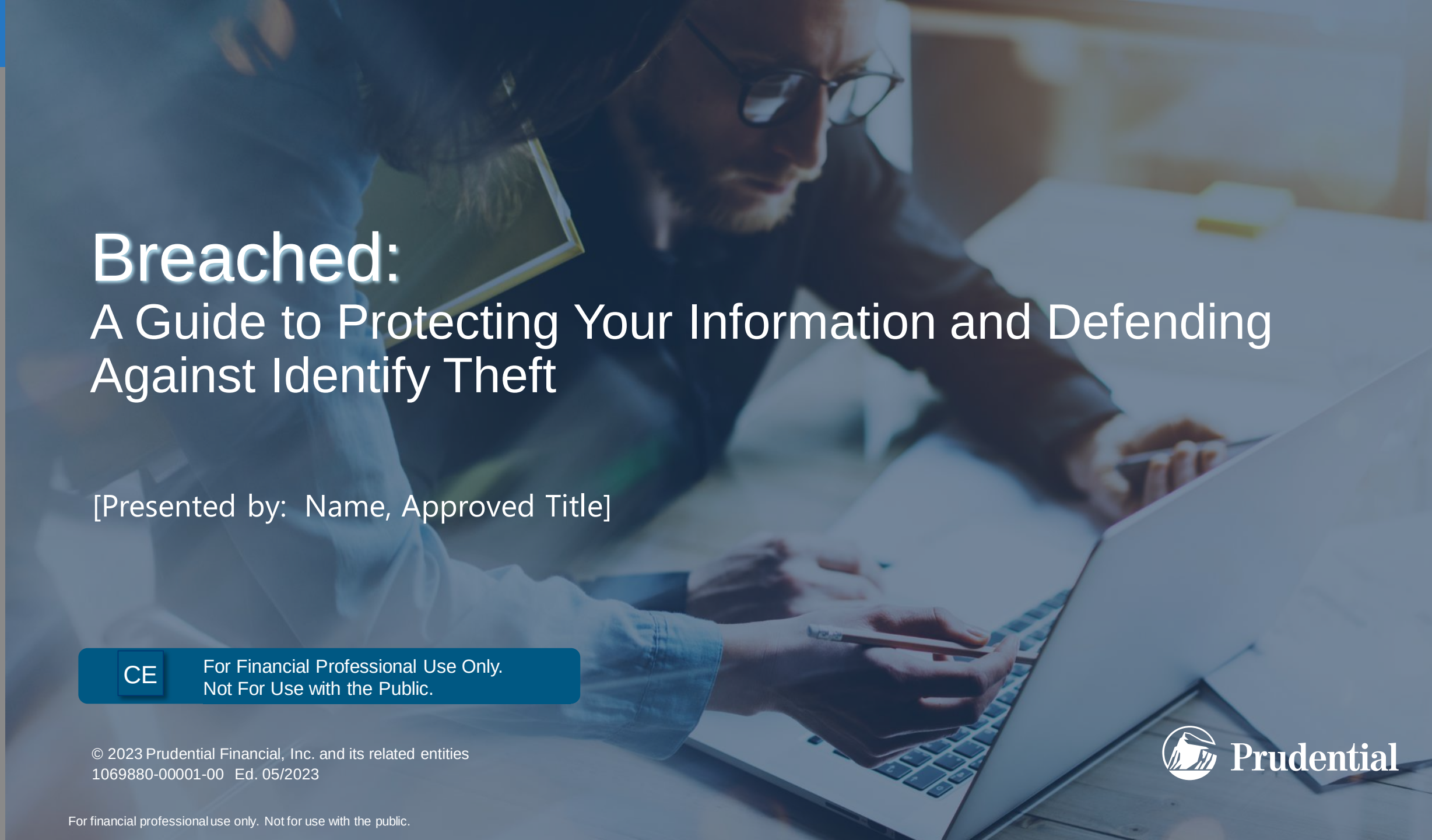

Breached:

A Guide to Protecting Your Information and Defending Against Identify Theft

[Presented by: Name, Approved Title]

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1069880-00001-00 Ed. 05/2023

Prudential

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Agenda

State of The World

- Cyber Breaches
- Malware/Ransomware
- Identity Theft

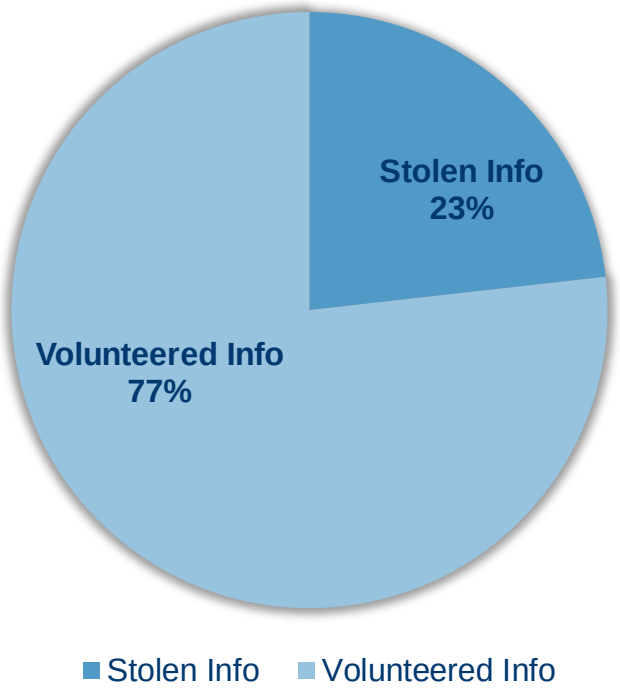
Protection Strategies

- Know
- Monitor
- Defend

ID Theft: By the Numbers

Identity-related fraud cost Americans a total of about $52 billion in 2022 according to Javelin Strategy & Research.[1]

$52 Billion in Fraud, 2022



Most Identity Theft occurs when victims interact with criminals or volunteer their sensitive information, commonly via:

- Robocalls
- Phishing Scams
- Social Media

Reported fraud losses increased more than 30% over 2021.[2]

[1] A Guide to Identity Theft Statistics for 2023, McAfee, accessed: https://www.mcafee.com/learn/a-guide-to-identity-theft-statistics/.
[2] New FTC Data Show Consumers Reported Losing Nearly $8.8 Billion to Scams in 2022, Federal Trade Commission, Feb. 23, 2023, accessed: https://www.ftc.gov/news-events/news/press-releases/2023/02/new-ftc-data-show-consumers-reported-losing-nearly-88-billion-scams-2022

Nonstop Cyber Warfare

What do they want?

- ✓ Information
- ✓ Money
- ✓ Chaos

The FBI reports that since the start of the pandemic, cyberattacks have increased by 300%.

Nearly 90% of all breaches occur due to human error.

Source: Johnston, N., Cyber CEO: Next war will hit regular Americans online, Axios, accessed May 3, 2023 via: https://www.axios.com/fireeye-kevin-mandia-cyberattacks-solarwinds-ea717ece-4839-4b7f-b966-c9c6f5ad9d03.html

Three Key Breaches

Total US losses to Identity Theft were projected to hit $721.3 billion in 2022.

Equifax	**Capital One**	**SolarWinds**
2017	2019	2020
145M Americans' ✓ Name ✓ Address ✓ DOB ✓ SS#	100M customer records	18,000 government agencies Undetected for months

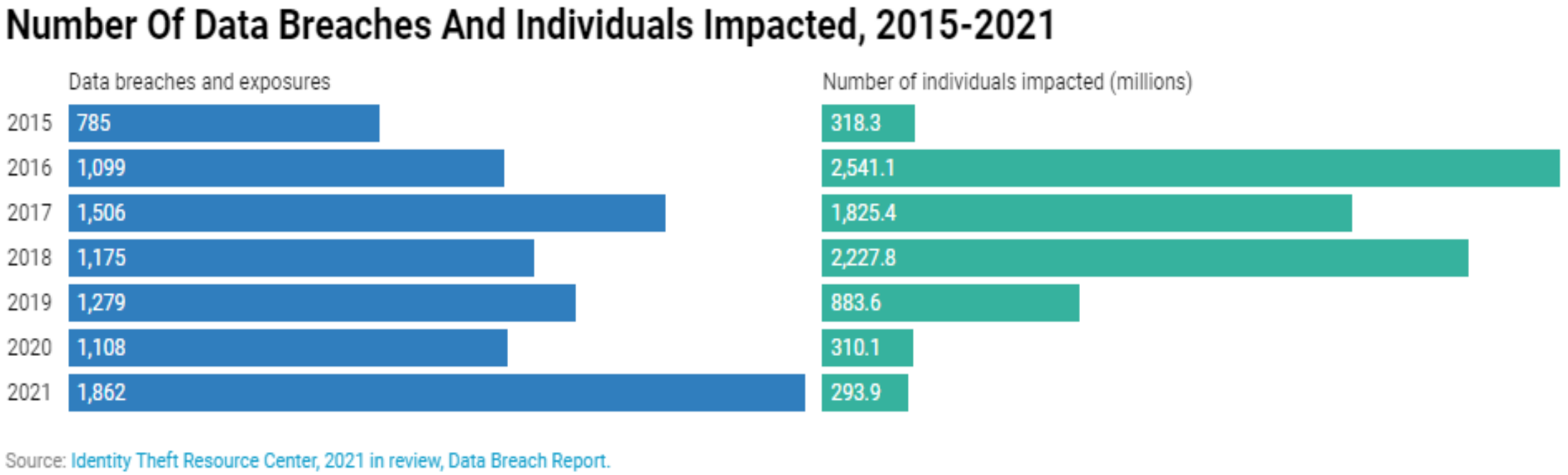
On the Menu:

- Social Security Number: $4
- Online banking logins: $40
- Credit card details: $14-$30
- A full range of documents and account details: $1,000
- Hacked Facebook account: $35

Source: You Are Worth $1,000 on the Dark Web, New Study by Privacy Affairs Finds, PRNewswire, accessed May 3, 2023 via: https://www.prnewswire.com/news-releases/you-are-worth-1-000-on-the-dark-web-new-study-by-privacy-affairs-finds-301286467.html

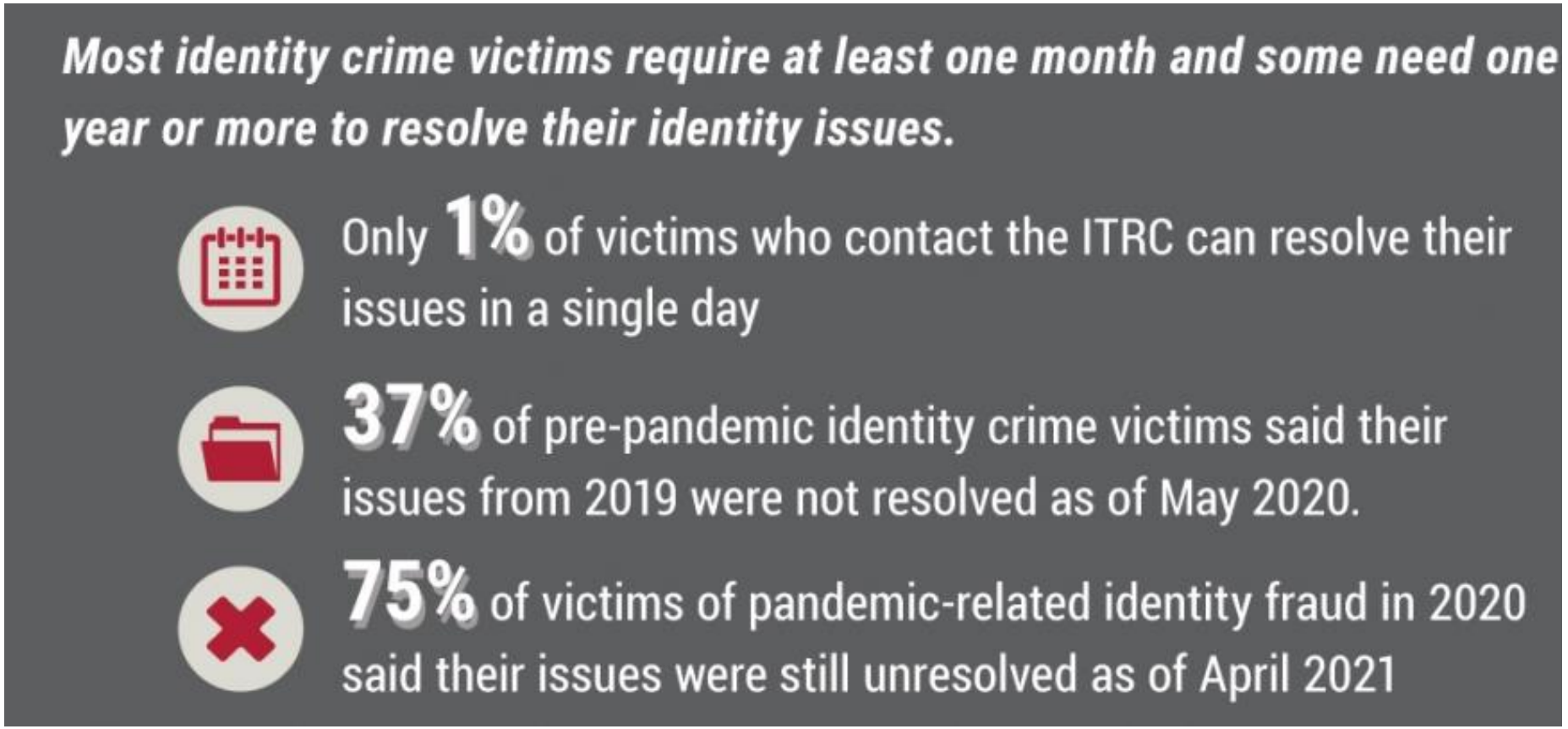
From Accumulation to Monetization

Cyber criminals shift from collecting to using stolen data.



Revictimization is on the Rise

29% of victims seeking resolution have previously been Fallen victim to identity theft.



Source: 2021 ITRC Consumer Aftermath Report, Identity Theft Resource Center, accessed May 3, 2023 via: https://www.idtheftcenter.org/publication/identity-theft-the-aftermath-study/

A Lifetime of Fraud

- Child identify Theft
- New Account Creation
- Synthetic Identity Theft

- Credit Card Fraud
- Wire Fraud
- Tax Refund Fraud
- Employment Fraud
- Account Takeover

- Elder Abuse
- Family Impersonation
- Phishing Scams
- Senior Scams
- Tax Refund Fraud
- Social Security Fraud

Understanding Vulnerabilities

What information can they find? Where can they find it?

- Mail
- Paper Statements
- Wallet/Purse

No-Tech

- Email/Text
- Social Media
- Credit Cards

Low-Tech

- Smartphone
- App Data
- Online Accounts
- Wi-Fi Network

High-Tech

Protection Strategies: Know
Monitor
Defend

Paper is still a threat

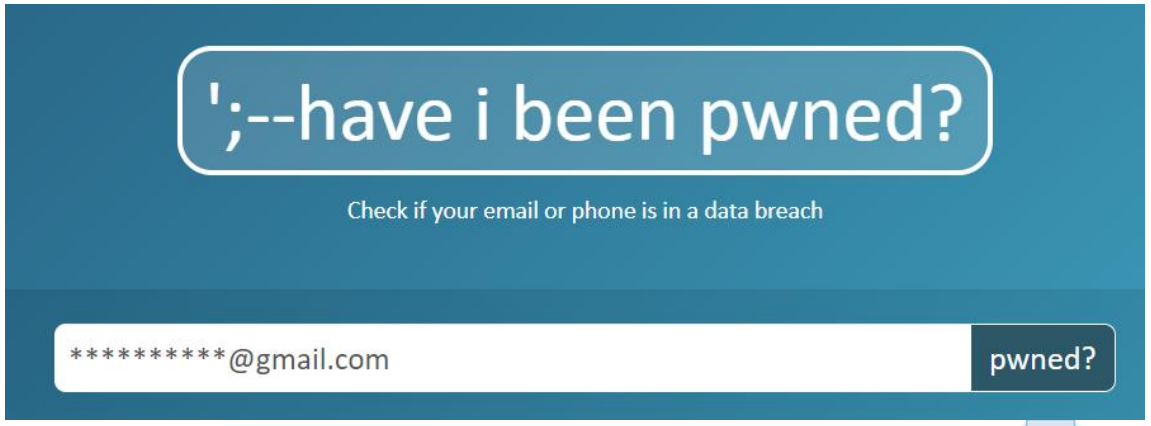
‘Old-fashioned’ identity theft is still just as dangerous. Over half of all ID Theft originates non-digitally.

Minimize risk from physical documents:

- Register for USPS Informed Delivery.
- Invest in a shredder.
- Reduce credit offers with: optoutprescreen.com
- Go Paperless.
- Clean out wallet/purse.

Source: Grant, K., This ‘old-fashioned’ identity theft is just as dangerous as the cyber kind, CNBC, accessed May 3, 2023 via: https://www.cnbc.com/2018/05/11/non-digital-identity-theft-can-be-as-damaging-as-breaches-from-hacking.html

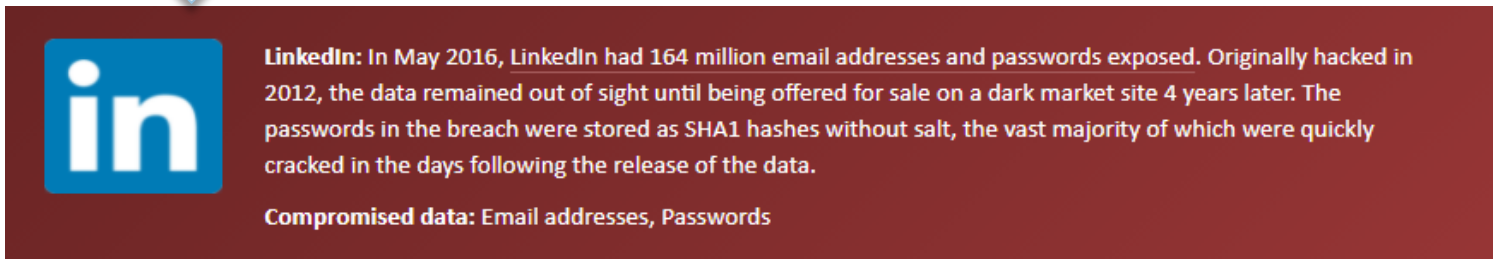
What's already out there?



Haveibeenpwned.com

Check your email address and phone number for leaked information online.

The internet slang term "pwned" is used both online and offline as a gloating expression of dominance, control, or victory.

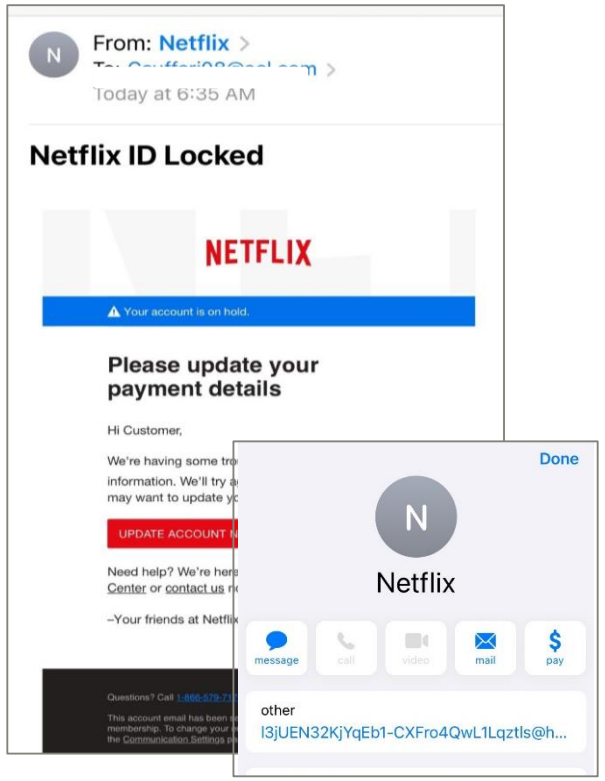


Source: Gil, P., What does getting pwned mean?, Liveaboutdotcom, accessed May 3, 2023 via: https://www.liveabout.com/what-is-pwned-2483497

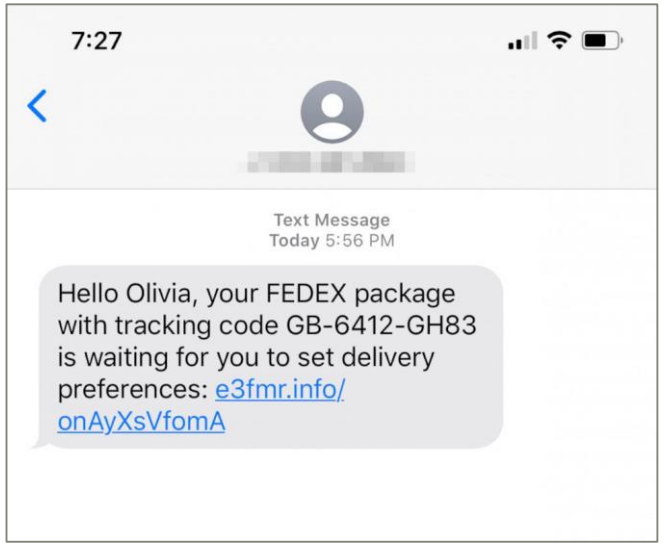
Phishing and Smishing

According to the FBI, phishing was the most common type of cybercrime in —phishing incidents nearly doubled in frequency, to 241,324 incidents.

Email:



Text Message:



Source: Must-Know Phishing Statistics: Updated 2022, Tessian, accessed May 3, 2023 via: https://www.tessian.com/blog/phishing-statistics-2020/#:~:text=According%20to%20the%20FBI%2C%20phishing,in%202020%20compared%20to%202016.

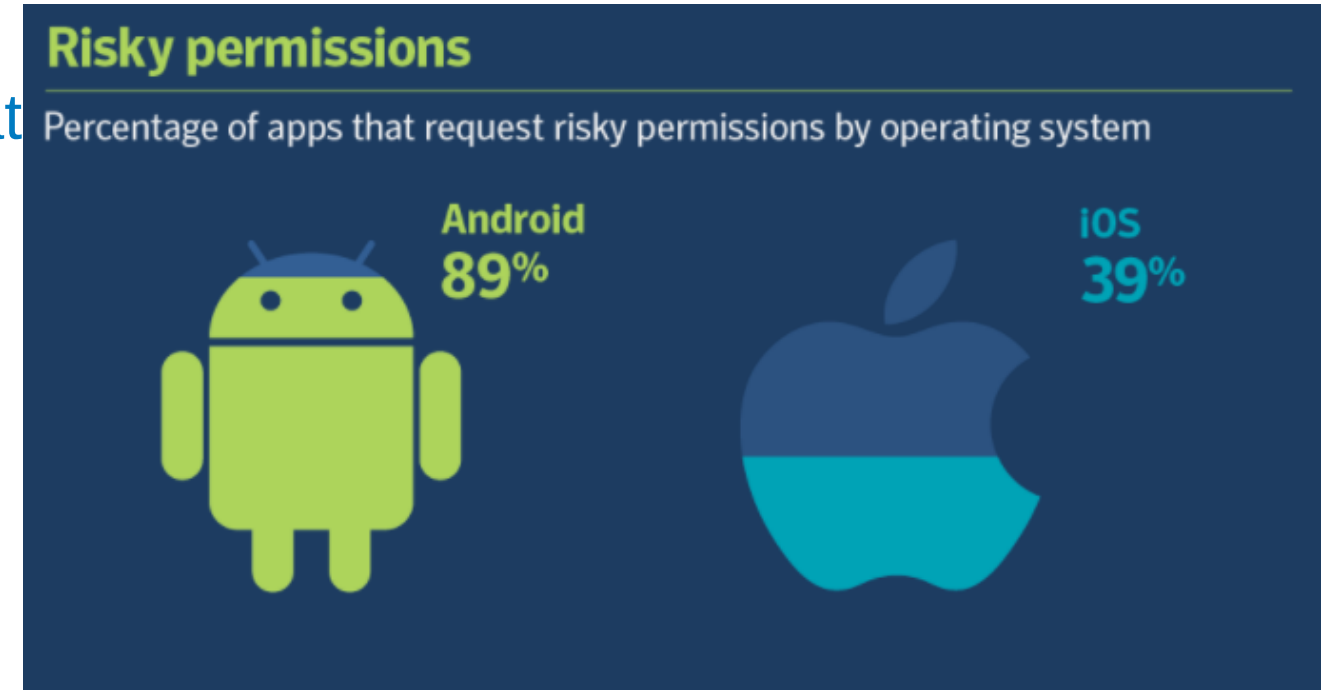
Smartphone Savvy – Protecting your Device

"Right now, your smartphone is likely filled with apps that are collecting details about you, including your age, gender, political leanings, GPS data or browsing habits."

- Washington Post, July 2021

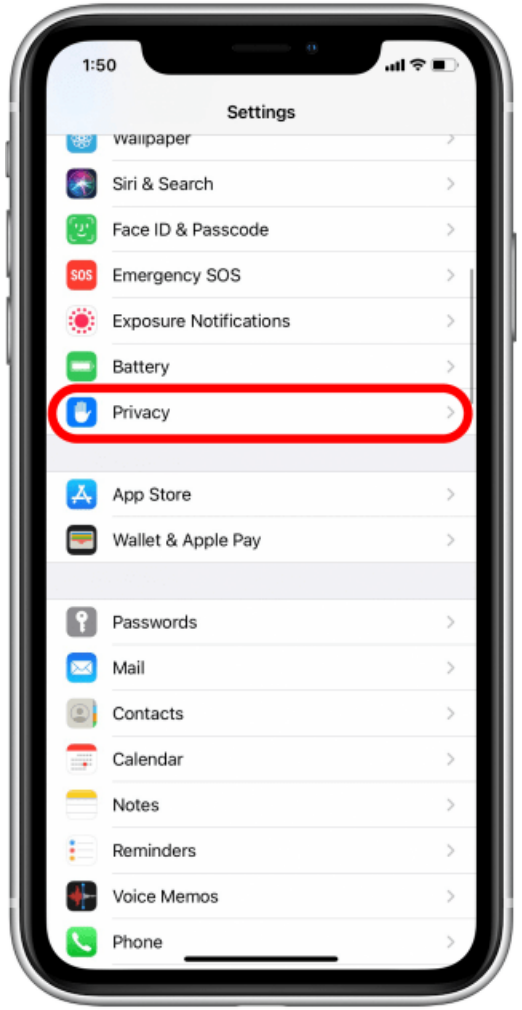
Pay close attention to apps that

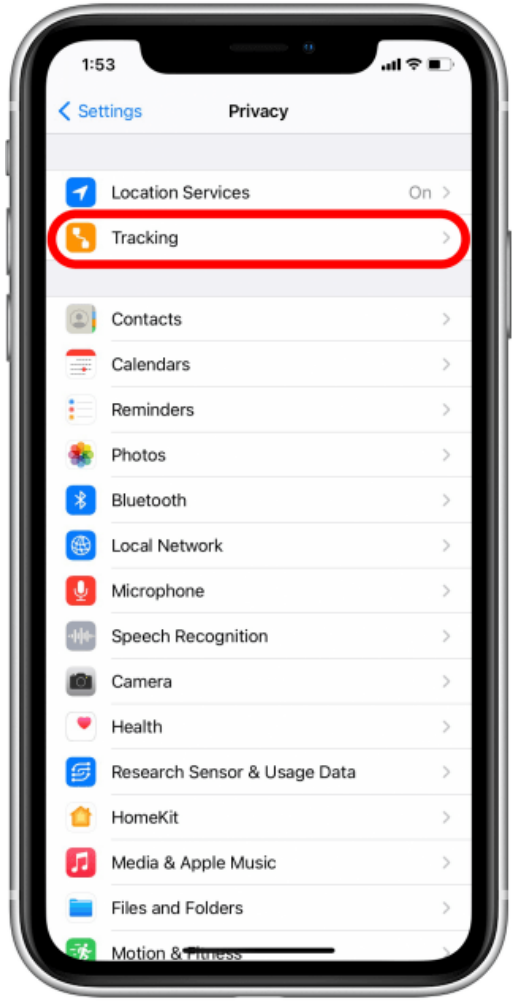
- Access Camera
- Track Location
- Record Audio
- Read Call Logs
- Read Text Messages

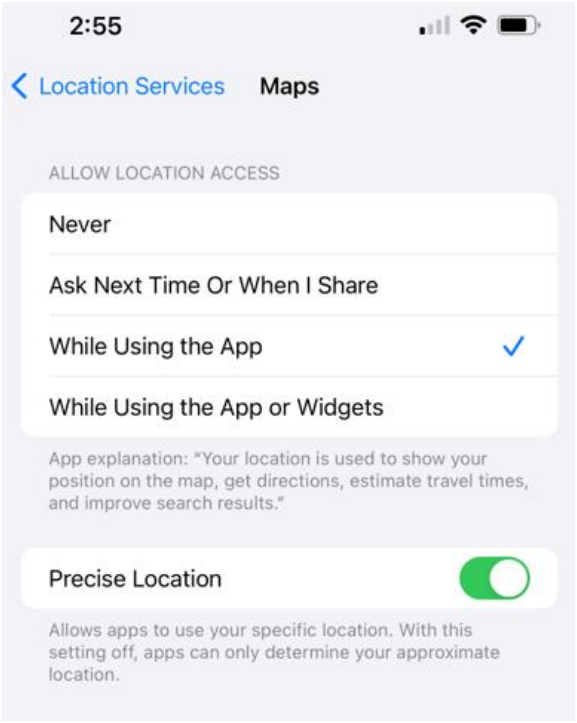


Sources: Kelly, H., A priest's phone location data outed his private life. It could happen to anyone., Washington Post, (July 22, 2021), accessed May 3, 2023 via: https://www.washingtonpost.com/technology/2021/07/22/data-phones-leaks-church/; Cleary, G., Mobile privacy: What do your apps know about you?, Symantec Enterprise Blogs/Threat Intelligence, accessed May 3, 2023 via: https://symantec-enterprise-blogs.security.com/blogs/threat-intelligence/mobile-privacy-apps

Location Services



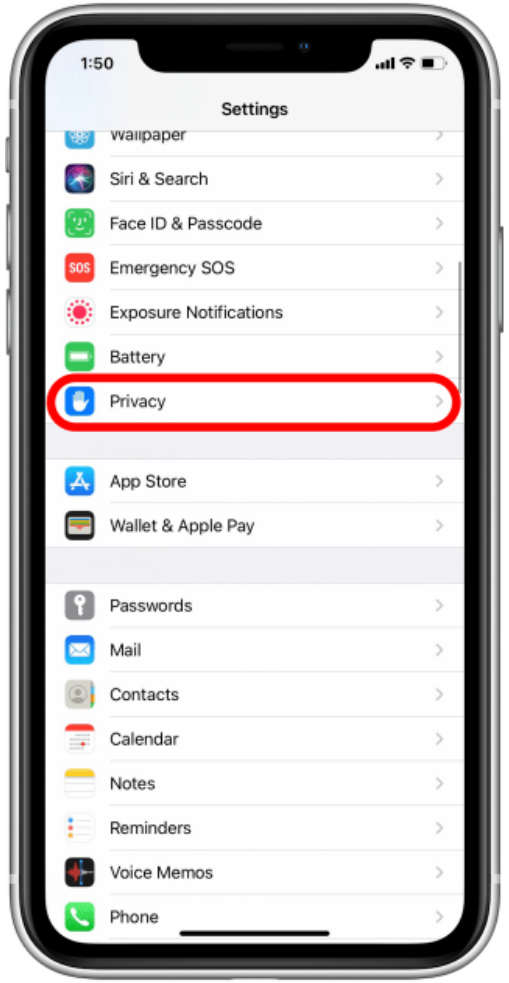




When sharing your location select:

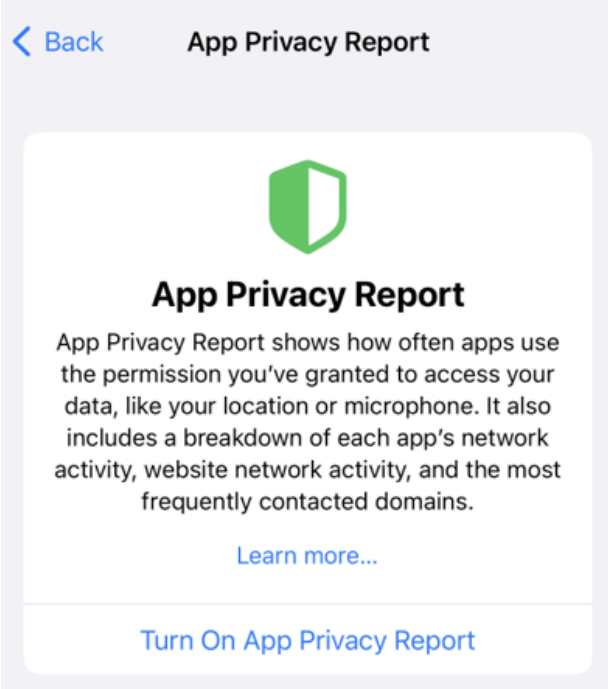
- Never or While Using the App
- Turn off precise location, if necessary

Review App Privacy Report

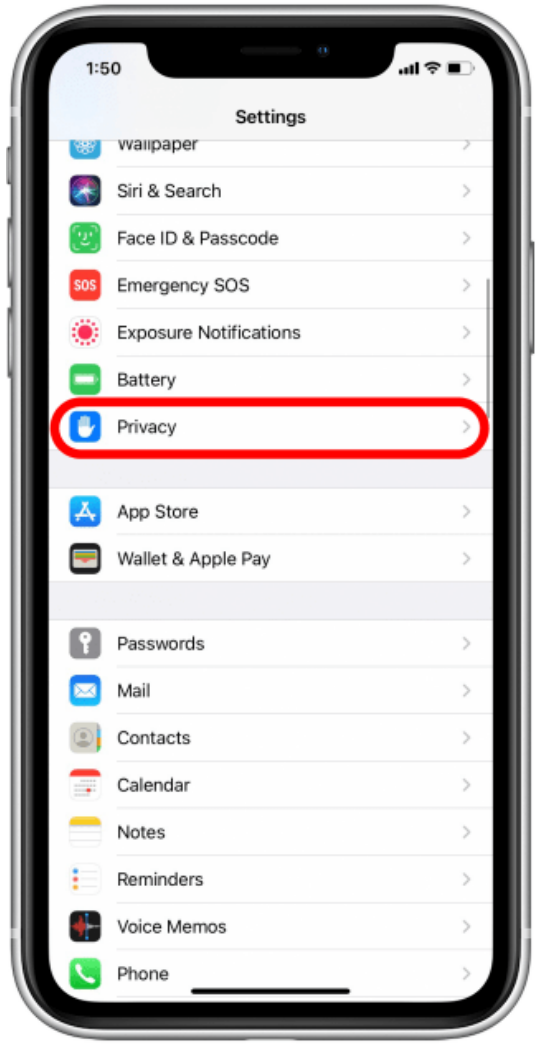


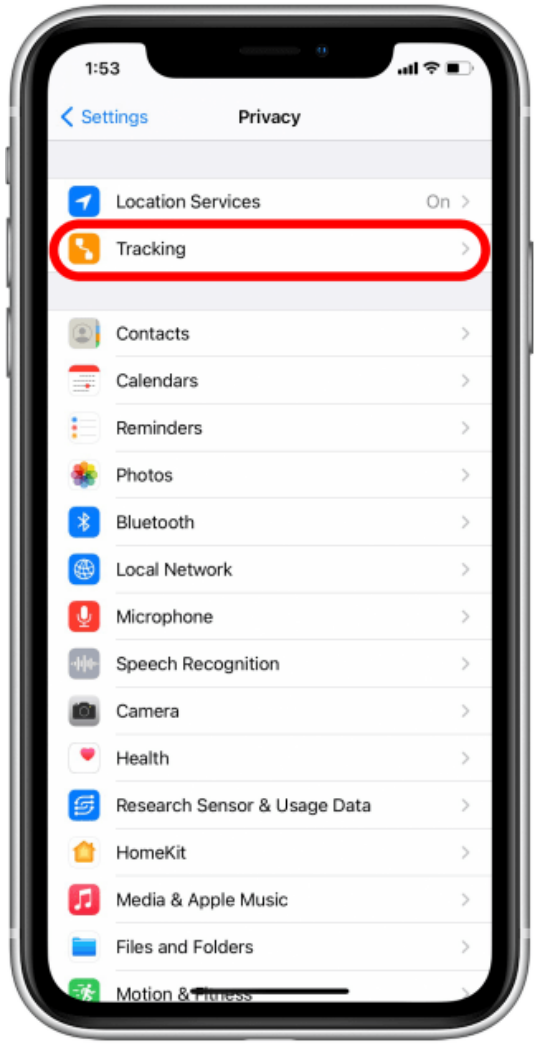
Scroll to the bottom of privacy where you will select:

Turn On App Privacy Report



Disabling Data Tracking





Tap Green Icon to grey to turn App-Tracking off for all Apps

Source: How to prevent web & app data tracking on your iPhone in iOS15, iPhoneLife, accessed May 3, 2023 via: https://www.iphonelife.com/content/how-to-prevent-web-app-data-tracking-your-iphone

Android Settings

- **Enable two-factor authentication**
  - Myaccount.google.com/security and sign in
  - Select 2 step Verification and sign in again
  - Tap Try it now and Approve the login
- **Audit App permissions**
  - Settings > Privacy > Permission Manager/Privacy Dashboard
    - Delete Apps you don't use or need anymore
- **Disable personalized Ads**
  - Settings > Privacy > Ads and tap Delete Advertising ID
- **Enable automatic updates**
  - Menu > Settings > Network preferences > Auto-update apps

Every time you install an app, it asks for permissions to access hardware and system services such as microphone, your location, the camera and more!

Source: 11 practical privacy tips for your android phone, Wirecutter, accessed May 3, 2023 via: https://www.nytimes.com/wirecutter/guides/privacy-tips-for-android-phone/

Wi-Fi Risks

Using Wi-Fi can be risky, especially in public settings.

Connect and browse safely:

- **At Home:**
  - Always password-protect your network
  - Keep router and security software up to date

- **In Public:**
  - Consider a VPN
  - Look for sites marked HTTPS
  - Avoid making financial transactions

Source: Top tips to stay safe on public wifi, MetaCompliance, accessed May 3, 2023 via: https://www.metacompliance.com/blog/top-tips-to-stay-safe-on-public-wi-fi/

Know Protection Strategies: Monitor Defend

Social Media

Active social media users are 30% more likely to be affected by identity fraud; Snapchat, Facebook and Instagram users are at a 46% higher risk.

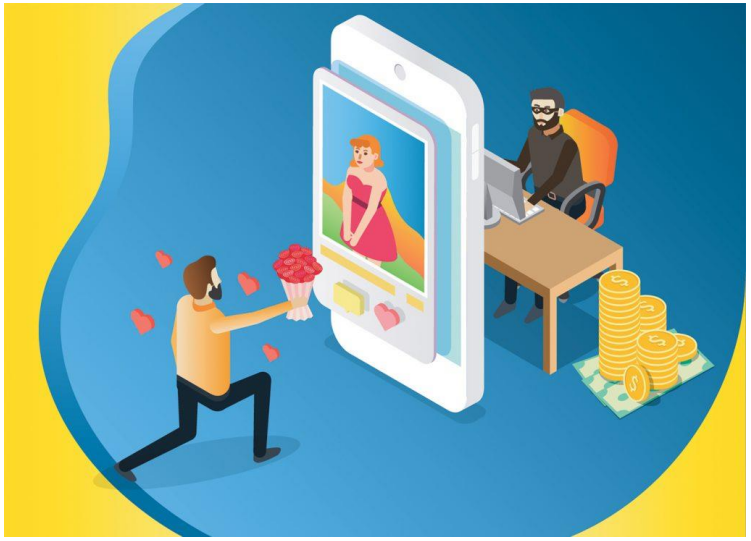
Keep an eye on:

- Volunteering Sensitive Information
- Privacy Settings
- Tagging Precise Locations
- Knowing Your Network
- Password Strength
- Failed Log-in Attempts

Source: Myhre, J., Privacy on social media guards against identity theft, Business News Daily, accessed May 3, 2023 via: https://www.businessnewsdaily.com/4194-social-media-security-tips.html#:~:text=Active%20social%20media%20users%20are,with%20a%2046%25%20higher%20risk.

Romance Scams

Con artists are present on most dating and social media sites. They look to quickly progress through Three C's: Connect, Convince, Cash In



- Go slowly and ask lots of questions.
- Verify photos using Google Reverse Image Search
- Never provide pictures, details or statements that can be used for extortion.
- Set up a video chat to verify their identity

If it sounds too good to be true….

Source: Myhre, J., Privacy on social media guards against identity theft, Business News Daily, accessed May 3, 2023 via: https://www.businessnewsdaily.com/4194-social-media-security-tips.html#:~:text=Active%20social%20media%20users%20are,with%20a%2046%25%20higher%20risk.

Imposter Fraud

A criminal poses as a representative of a trusted institution or government agency in order to steal money or personal information.

Responsible for 995,789 reports and close to $2.4 billion in losses—nearly doubling the roughly $1.2 billion in 2020.

- Be skeptical of proactive phone contact
- Don't trust caller ID – it can be spoofed
- Go slowly and ask lots of questions

Identity Theft Reports and Losses by Contact Method

Contact Method	Number of Reports	Total Losses	Median Loss
Phone call	646,440	$699M	$1,200
Text	378,119	$131M	$900
Email	264,069	$329M	$800
Website or apps	180,114	$660M	$300
Social media	159,458	$797M	$400
Other	115,730	$683M	$611
Mail	43,915	$67M	$820
Online ad or pop-up	36,731	$96M	$181

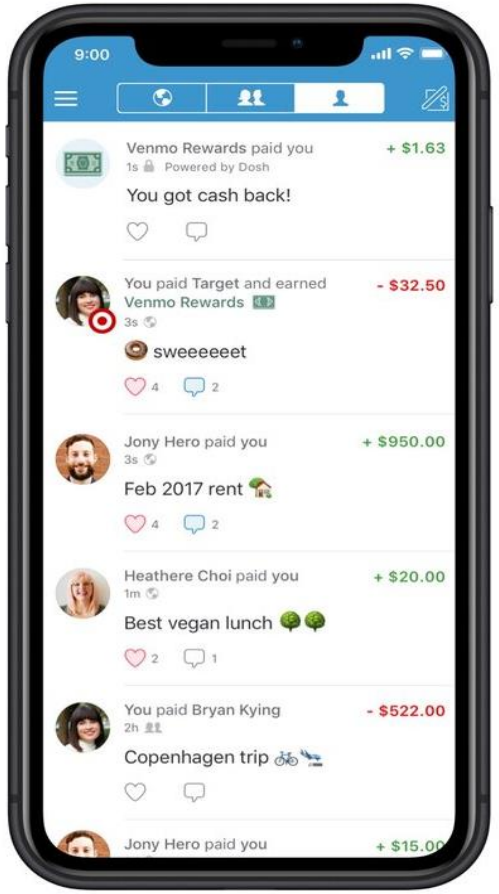
Source: FTC

When in doubt, hang up!

Source: Akin, J., Identity theft is on the rise, both in incidents and losses, Experian, accessed May 3, 2023 via: https://www.experian.com/blogs/ask-experian/identity-theft-statistics/

Peer-to-Peer Payments

Apple Pay, Cash App, Venmo, Zelle are great for moving money – but also pose a risk?



- Make sure you know the recipient
- Keep all transactions private
- Secure your account with a strong password and MFA
- Remember to sign out or close the app
- <u>Always</u> password-protect your smartphone

Credit Cards

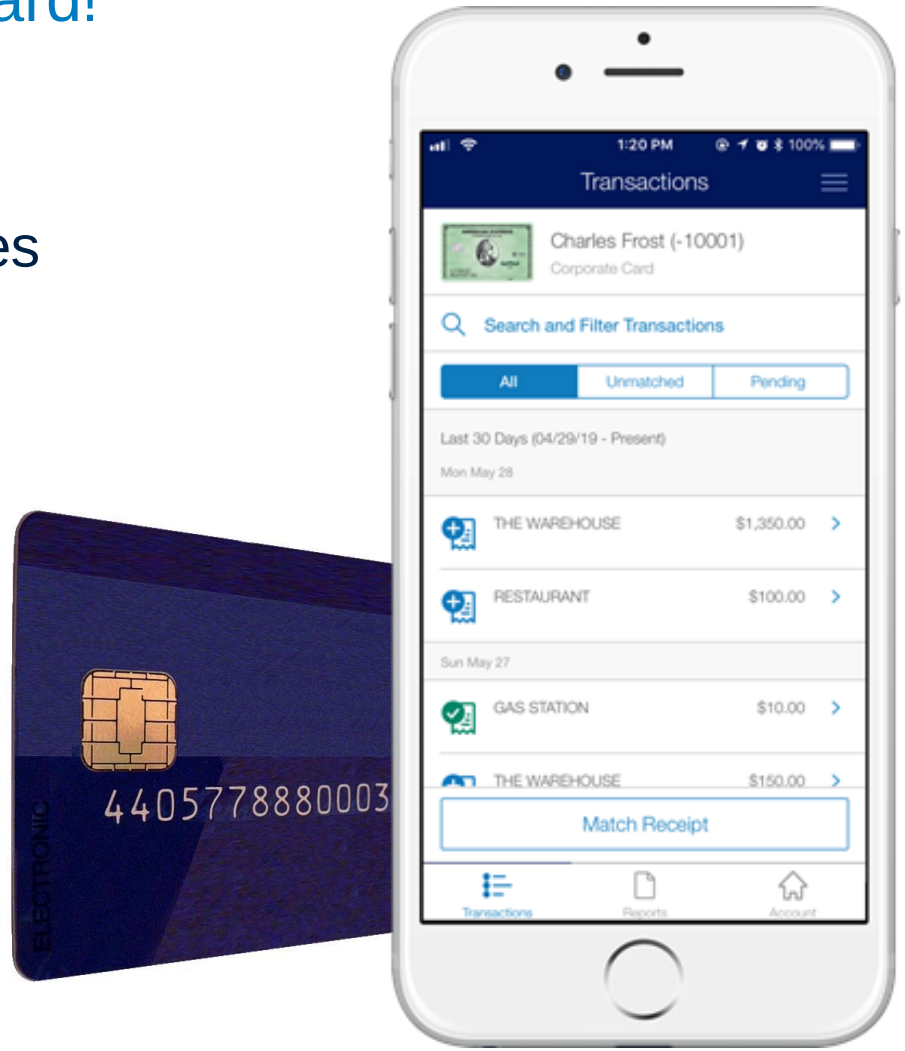
Credit Card fraud has been on the decline thanks to EMV-chips.
Still, be cautious when handing over your card!

Credit Card Tips:

1. Designate one card for online/risky purchases
2. Explore Virtual Account Numbers
3. Watch for skimmers
4. Use the app

Card Smartphone Apps Can:

- ✓ View transactions in real time
- ✓ Lock/pause/freeze your card
- ✓ Set custom alerts



Credit Reports

Reviewing your credit reports can help spot identity theft.

Suspicious activity or accounts you don't recognize can be signs of identity theft. Review your credit reports to catch problems early.

AnnualCreditReport.com

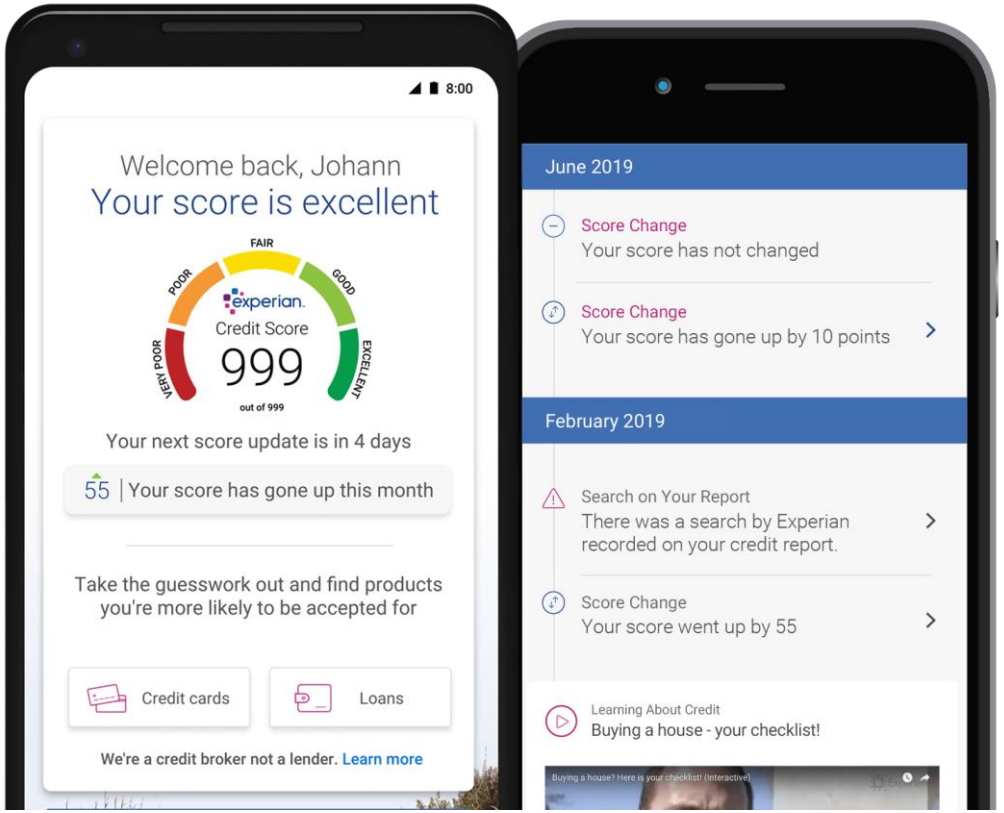
The only source for your free credit reports. Authorized by Federal law.

SCORE can be checked as often as you want for free.
REPORT can be pulled for free once per year, per bureau.

Credit Monitoring and ID Theft Protection Services

Consider services like Experian, CreditWise from Capital One, or LifeLock/Identity Guard

- Authorizations and alerts
- Features include:
  - Liability protection
  - Credit Scores and reports
  - Dark Web monitoring
- Frequently offered free by employers



Protection Strategies: Defend

Know
Monitor

Passwords

Three keys for great “password etiquette”:

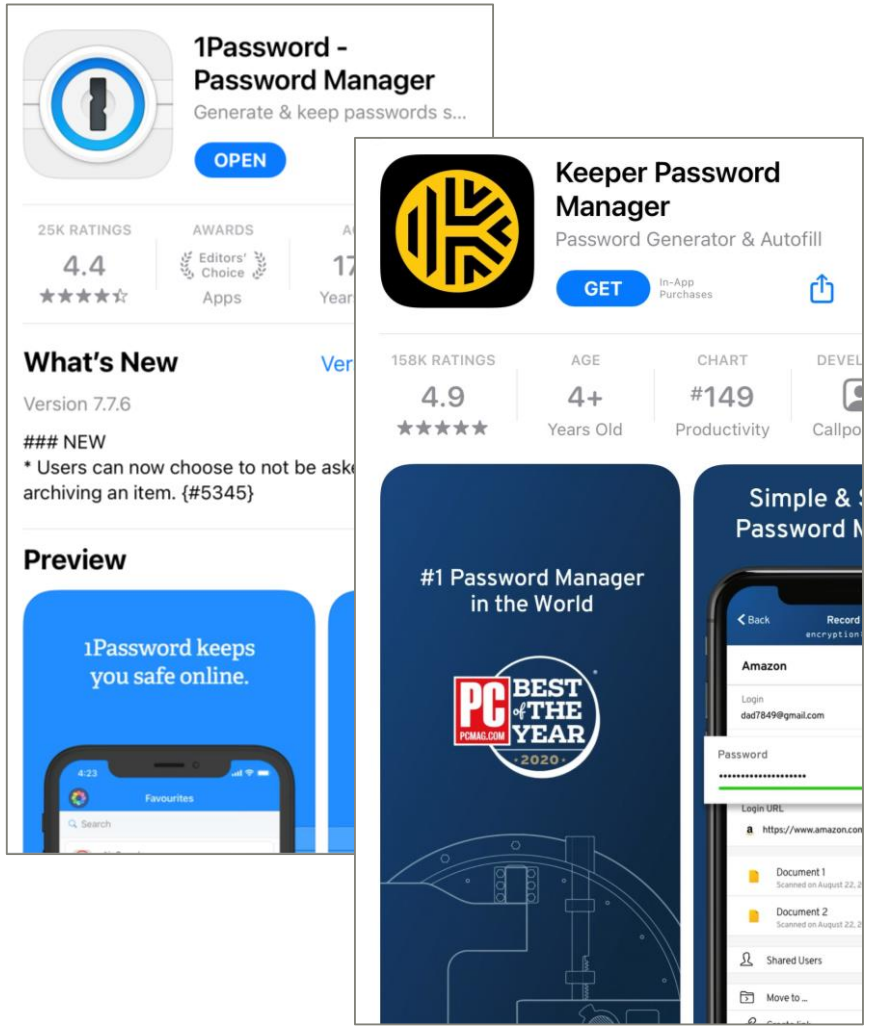
1. Secrecy: never shared, never exposed
2. Complexity: characters, symbols, phrases
3. Variety: always different, changed often

Example:

Jelly22fi$h-10

Use caution if saving passwords to your browser or to your mobile device!

Consider a Password Manager for security and ease.



Multi-Factor Authentication (MFA)

Always review Account and Security settings and utilize options for MFA or 2FA.

Make Multi-Factor Authentication a priority for:

- All Banking and Finance Accounts
- Social Media Accounts
- Google and Apple ID Accounts
- Wireless Provider Account

MFA blocks 99.9% of automated attacks. - Microsoft

Source: Cimpanu, C., Microsoft: Using multi-factor authentication blocks 99.9% of account hacks, ZDNet, accessed May 3, 2023 via: https://www.zdnet.com/article/microsoft-using-multi-factor-authentication-blocks-99-9-of-account-hacks/

Freezing Credit

Placing a freeze on your credit is one of the best actions to prevent fraud.

- **Who can place one:** Anyone
- **What it does:** Restricts access to your credit report and prevents new lines of credit form being opened
- **Duration:** Lasts until you remove it
- **Cost:** Free
- **How to place:** Contact each of the three credit bureaus, allow 24-48 hours

Be sure to save your PIN!

Source: What to know about credit freezes and fraud alerts, Federal Trade Commission, accessed May 3, 2023 via: https://www.consumer.ftc.gov/articles/what-know-about-credit-freezes-and-fraud-alerts

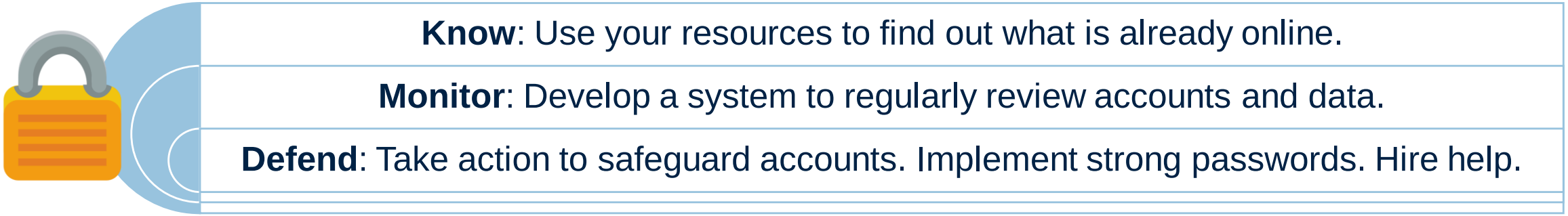
Government Accounts

The SSA and IRS offer online access to review and protect your accounts.

- Create accounts at SSA and IRS.
- Verify all existing information.
- Explore opportunities to set alerts/notifications.
- Secure accounts with strong passwords.

Department of the Treasury
Internal Revenue Service

Take Action: Know, Monitor, Defend



Know: Use your resources to find out what is already online.

Monitor: Develop a system to regularly review accounts and data.

Defend: Take action to safeguard accounts. Implement strong passwords. Hire help.

Six Accounts for Safety:

1. Credit Monitoring / ID Theft Protection
2. IRS
3. SSA
4. Experian
5. Equifax
6. Transunion

Thank you!

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