



C.L. "BUTCH" OTTER
Governor

GAVIN M. GEE
Director

Contact: Jo Ann Lanham
Consumer Affairs Officer
Consumer Finance Bureau
(208) 332-8000

NEWS RELEASE

For Immediate Release

April 15, 2015

FINANCIAL LITERACY MONTH TIP OF THE WEEK

“Cyberfraud – The Reality Show Now Playing Worldwide On a Computer, Smart Phone or Mobile Device Near You!”

Boise, Idaho... According to a recent report¹, almost half of all American consumers (45 percent) reported that data security breaches have compromised their personal payment information or that of a household member. That number is expected to grow with the increased use of online shopping, banking, social networking and alternative payment systems.

Gavin Gee, director of the Idaho Department of Finance stated, “The recent massive data security breaches that involved large retailers as well as the ever-increasing rise of identity theft crimes should be a stern warning for consumers. Arm yourself with enough knowledge to curb online fraud and theft of your personal financial information.”

There is a building wave of awareness and efforts to address cyberfraud. Private and public businesses, financial institutions, government agencies, education institutions and others are dedicated to the prevention of fraud and the protection of consumers’ information. However, despite such efforts, cyber fraud is rampant and the best way Idahoans can help themselves is by being savvy cyber consumers.

Personal Cybersecurity Tips

Ask yourself: what are you doing to escape becoming a victim of identity theft and online fraud? Here are a few tips that can help:

- Use security software that updates automatically,
- Guard your personal information like cash,
- When transacting business or shopping online, give personal information only over encrypted or secure websites; look for https or a closed padlock icon in the address bar,
- Check out a company – before you conduct business. Always be on the alert for online scams,
- Create strong passwords that are unique, change them regularly and do not share your password,
- Turn off your computer’s auto download device so that attachments are not automatically downloaded into your computer,
- Limit the amount of personal information you post on social media sites – such as your upcoming vacations and home address,
- Check your financial statements regularly for any unauthorized or unusual activity,

¹ Verizon Enterprise Solutions, March, 2015 PCI Compliance Report

- Obtain a free credit report at least annually at AnnualCreditReport.com and look for any unauthorized or fraudulent activity.

If you believe your personal information has been compromised, contact the appropriate authorities:

- Report any online fraud to the Internet Crime Complaint Center at <http://www.ic3.gov/default.aspx>,
- Report any case of identity theft or consumer fraud to the Federal Trade Commission at <https://www.ftccomplaintassistant.gov/#crnt&panel1-1>,
- File a police report with your local police department to create an official record of the incident.

Industry Initiative: EMV Smart Chips

EuroPay, MasterCard and VISA (EMV) chip technology is a global standard for payment cards which has been a long time coming to the United States. This system will be commonly known as Chip and PIN, or Chip and Signature, with Chip and PIN being preferred since it offers better 'two factor' security (something you have [chip], and something you know [PIN]). Although the issuance of EMV cards will not make data theft disappear, this type of technology will make it harder for the fraudsters to obtain a consumer's private information or to commit fraud. As the year unfolds consumers may be issued new credit cards that incorporate the smart chip technology. Following are some things to know about the EMV chip:

- “Dipping” or scanning EMV chip-cards – follow the prompts
 - Instead of swiping, you “card dip”. You insert your card into a terminal slot and wait for it to process. Once your transaction is complete – take your card. Don’t forget your card in the slot.
 - Scanning an EMV card requires that you tap your card against a terminal scanner. The scanner will pick up the card data from the embedded computer chip.
- Verification of an EMV card transaction will be via a PIN (Personal Identification Number) or by signing – depending on your card’s transaction type.
- EMV cards complete the transaction just like the checking-account debit card.
- The Payment Security Task Force (an industry group focused on enhancing payment system security) predicts 575 million payment cards will be issued with EMV chips and 47% of merchants will be EMV compliant by the end of 2015.
- Not all retailers or card issuers may have EMV transaction capability by the end of 2015; thus after October 1, 2015, the party having the *lesser technology* will bear the liability if there is an information breach, whether it is the merchant or the card issuer.
- You may incur a small charge to upgrade your swipe credit card to the EMV card.
- The Federal Trade Commission's www.IdentityTheft.gov website will have new resources and will coordinate more closely with credit bureaus to speed fraud reporting.

The Idaho Department of Finance has posted on its website valuable links related to topics on computer and cyber security. The Department also has available to the public an informational booklet entitled “CyberSecurity.”

*Governor Otter has proclaimed April as Financial Literacy Month. Department of Finance Press Releases and a list of **free** financial literacy events can be found on the Internet at <http://finance.idaho.gov> and may be obtained by contacting the Department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.*