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Survey Results Show ID Theft Top Concern Among Consumers

By Lindsey Siegriest

BRENTWOOD, Tenn. — In preparation for next weeks Red Flags deadline, Secure Identity Systems partnered with Harris Interactive to conduct a survey that found that consumers are more concerned about identity theft than bank fees or financial reimbursement if their bank fails.

The survey polled 2,212 adults ages 18 and up on topics of banking and identity theft. The survey showed that 40% are worried they might be subject to identity theft, 39% are worried that their bank may fail given the current financial crisis, 32% feel their bank charges fees that are too high and 31% are concerned that they will not be reimbursed should their bank fail. The survey also showed that 35% of bank customers are only somewhat or not at all confident that their personal information is secure at their bank or financial institution.

“This is a tumultuous time for many financial institutions throughout the country, but it’s important for financial institutions to recognize the concerns of their customers,” said Bryan Ansley, CEO of Secure Identity Systems. “The results of our research show that identity theft continues to be an important issue for consumers, even during the straining of the current economic conditions.”

ABOUT SECURE IDENTITY SYSTEMS

Secure Identity Systems is the leading provider of managed total identity theft protection systems that safeguard financial institutions, businesses, individuals, and households. For more information, visit secureidentitysystems.com/.