

# INDIVIDUALS - CONVERSATION STARTERS/OVERCOMING OBJECTIONS



## CONVERSATION STARTERS

### Do you frequently shop online?

Did you know that Macy's/Target/Saks Fifth Avenue/ have been hacked and their customer's personal information is out there for the taking? That information can be sold on the dark web and used to make fraudulent purchases, open new credit card accounts or setup other fake accounts.

### Do you have kids at home?

It's not just your information cyber criminals are after, it's your children's identity as well. 1.3 million children have their identity stolen annually, 50% are under 6 years old.

*(Javelin Strategy 2017 Identity Fraud Survey)*

### Do you frequently use social media?

Facebook has fallen victim to a data breach in recent years, but based on what you post on social media, hackers might not need to hack into a system to steal your information. You might be unknowingly giving it to them. Identity thieves can use information that you have posted and shared on social media to steal your identity. IDSeal can detect potential risks in social media posts that let you know what you're putting out there could be used against you.

### Have you or do you have a Yahoo email account?

In 2013 all of Yahoo's 3 billion users were affected by a data breach. The hackers were able to get usernames, birth dates, phone numbers, and passwords.

## OVERCOMING OBJECTIONS

### My bank notifies me when there is a potentially fraudulent charge on my account/ provides credit score/ does basic monitoring for free.

That's great but does your bank provide you with identity restoration? Or provide you with up to \$1million in identity insurance?

### I rarely use credit cards or shop online. I do a good job of protecting my financial info.

That's great that you keep those things secure and are proactive, but did you know your medical information can still be stolen from your doctor's office? You can also have your identity stolen from your driver's license.

Though you might not have a credit card in your name, someone can still open a credit card in your name if they have your information.

Your financial identity isn't all that you have to worry about, if someone were to steal your identity, they could commit a crime in your name and leave you with a criminal record.

There are other places you may use a debit/credit card other than online. Cheddars, Panera Bread, and Sonic have all been hacked, causing customers credit card information to become vulnerable.

### I don't want another service where I have to talk to a machine or someone overseas if I have a problem with my account.

IDSeal has a US-based customer service call center so if you have an issue you'll talk to a real person.