

Audio	Visual
[Light and bright music plays] Male voice throughout.	All visuals are illustrated.
What is identity theft?	Text: What is Identity Theft?
Identity theft affects millions of people each year around the world.	ID cards floating on screen.
Crafty fraudsters can steal identities in a number of ways.	A black silhouette of fraudster pocketing select ID cards.
Some fraudsters commit identity theft by stealing physical information.	A black silhouette of fraudster exits the screen.
They do so by dumpster diving. Stealing mail, or taking discarded devices like computers, printers, or phones that have not had their hard drives wiped.	Black silhouette of fraudster jumps into a dumpster. Out pops a personal computer, printer, and mobile phone.
Sometimes they rely on social engineering which is when the fraudster manipulates or tricks a victim into giving up information.	Close up of mobile phone. Black silhouette of fraudster puts on a wig and pretends to be someone's grandma. Text: Grandma. Black silhouette of fraudster then puts on a collared shirt and tie pretending to be someone's boss. Text: Boss.
A common form of this is phishing. Where a fraudster impersonates a trusted individual or entity and asks the victim for sensitive info.	Black silhouette of fraudster still wearing a collared shirt and tie holds mobile phone to ear. Text: Phishing.
Identities can also be stolen through high-tech means like malware or data breaches, where hackers target large organizations and steal the information of multitudes of employees or customers.	Black silhouette of fraudster opens up a laptop and starts typing. Text: Data Breaches. Laptop fully extends and an office building rises up, eventually shaking and cracking open, allowing a string of ones and zeros (binary computer code) to be exposed.
Information stolen through data breaches is often sold on the illegal trading websites.	Binary code fills the screen.
With many different avenues to grab your information how can you protect yourself?	Text: Dumpster Diving, Data Breaches, Phishing.
Make sure that all documents containing any personal identifiable information are shredded before disposing them.	Paper being fed into a paper shredder.
If you or your organization is getting rid of electronics, make sure all hard drives are wiped or rendered unreadable before disposing, reselling, or donating them.	Transitions into a laptop with paper shredder on laptop screen. Laptop displays a prompt to 'Wipe hard drive?' Cursor on laptop selects 'Start Wipe'. Transitions to close up of a progress bar indicating the status of "Wiping hard disk". Progress bar starts at zero percent and increases to one-hundred percent. A "Complete" notification appears on the laptop's screen.
Never send personal information via email. Reputable organizations will never ask for this.	A new email message notification appears on the laptop's screen. The cursor clicks and the message reads, "To: You. From: Fraudster. Subject: Your Info. Message: Can I have your personal information? Cursor clicks 'Reply' and answers "NO!"
If you receive a phone call asking for information, ask to call them back.	Hand holding mobile phone. The phone's screen displays the text "Unknown Caller".
Find their official phone number online and call that number back to verify the claim.	"Official Website" screen appears with a check mark and phone icon visible.
Avoid using unsecured public Wi-Fi networks where hackers can be lurking.	Hand holding mobile phone with a Wi-Fi signal image above phone. Wi-Fi signal image transitions into a radar image with silhouettes of hackers being detected.
Check your billing statements and credit reports regularly to spot any suspicious activity.	Radar image transitions into a graph of a credit score. Graph zooms out to reveal a website browser window displaying a Credit Report with an animation of a credit score displaying different scores.
If you or someone you know does become a victim of identity theft, freeze any affected financial accounts, check and freeze your credit report, file a complaint with the Federal Trade Commission if in the US, report the incident to your local authorities. For more information on fraud like identity theft, visit ACFE.com.	Text: If you or someone you know does become a victim of identity theft. Bullet point list: Freeze any affected financial accounts. Check and freeze your credit report. File a complaint with the Federal Trade Commission (if in the US). Report the incident to your local authorities. Text: For more information on fraud like identity theft, visit ACFE.com.
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