

IDENTITYMAXX

4-Federal Laws *of Data Breach Compliance*

- **Gramm-Leach-Bliley Act- (11/12/1999) Fine = up to \$100,000.00**

The act was set-up to protect the Privacy of Consumer Information, and sets the standards for privacy notices, opt-out notices and how NPI or Nonpublic Personal Information can be used or disclosed.

- **Privacy Rule- (05/24/2000) Fine = up to \$41,484.00**

The "Privacy Rule" does not apply to a dealership if a person buys a car with cash or arranges financing on their own through another lender. However, if a person gives you Personal information in connection with a potential transaction, even without completing a formal application, a Privacy Notice must be signed and safeguarded. (Sign it every time)

- **Safeguards Rule- (05/23/2002) Fine = up to \$41,484.00**

The "Safeguard Rule" requires companies to develop a written information security plan or Data Breach Response Plan. The plan must define how a dealership handles customer information and the steps it would take in the event of a Data Breach. This process must have who is going to handle what, in each phase of the Breach and be Formalized. (Negligence & Deceptive Trade Practices)

- **Red Flags Rule- (12/31/2010) Fine =\$3,817.00**

Your dealership must have an Identity Theft program in place, as a creditor and have a written prevention program to detect "Red Flags" of Identity Theft, and take the necessary steps to prevent the crime, and Mitigate Identity Theft Prevention & Credit History Restoration for your customers. (WITH - Identity Theft Recovery)

90% of Dealerships are not Data Security Compliant.

FTC and CFPB #1 concern for 2018, Data Security Compliance.

FTC Regulators can fine, penalize and add a 20-year Audit Probation.



IDENTITYMAXX

"DEFENDING WHAT MATTERS"

IDENTITYMAXX

POWERED BY PRIVACYMAXX

“DEFENDING WHAT MATTERS”

DATA BREACH COMPLIANCE

Let us show you how to protect your Dealership and your Customers from the devastating affects of a major Data Breach. Regulators such as the FTC and CFPB are now assigning personal liability to owners of dealership's for non-compliance, under the Gramm-Leach-Bliley Act.

- Are you prepared for a Data Breach?
- Do you have a Formal Incident Response Plan?
- Do you have a Breach Coach?
- Do you have a Forensic IT Company?
- Do you have a Notification Company?
- Do you have a Mitigation Company?
- Do you have a Data Breach Coordinator & Team?
- Do you have enough Cyber/Security Insurance?

If you're not prepared, there is a strong chance you have opened the door to FTC fines, penalties, 20-year audit probation and a Class Action Lawsuit for Negligence and Deceptive Trade Practices!

60% of small/medium size businesses will fail within 180 days of a Data Breach

National Cyber Security Alliance

Don't let your Dealership's Reputation and Survival be at RISK!

DEALERSHIP COMPLIANCE

- Data Breach Compliance – (Gramm-Leach-Bliley Act)
- Goes Beyond the “Safeguard Rule” for Data Privacy Compliance.
- Coordinate all factors for your “Formal Incident Response Plan”.
- We cover your Dealerships Data Base going back 10/years, in the event of a Data Breach at **NO COST** to you.
- Eliminates your liability of “Negligence” and “Deceptive Trade Practices”.
- Optional Data Breach Coverage for your “Service Providers”

PRODUCT

- Fully Insured by Plateau Casualty Insurance Company: Rated (A) by AM Best.
- Undeniably the Best Coverage, Pricing and Retail Pricing in America.
- No “Date of Birth” or “Social Security #” to retain Coverage. (Exclusive to **IDENTITYMAXX**)
- “Limited Power of Attorney” with an Assigned Advocate. (We Do All The WORK)
- Worldwide Identity Monitoring. (Dark – Web)
- We Repair IRS, Medical, and Criminal Fraud.
- Unlimited Stay Fixed Lifetime Guarantee.
- Customer Service 24/7/365.
- A+ Rated by BBB.
- Nations Top 20 – Cyber Security Expert – Chief of Security – Dr. Lance Larson

BENEFITS

- Improves Customer Loyalty, Reputation and Retention.
- Can be used to Value sell more F&I Products.
- Capture more Finance Deals and Keep Them.
- Dealership Marketing & Advertising Tool. (Sell more cars)
- **\$ America's Only Profit Driven Compliance Program \$**
- Great Return On Investment. Protects the dealership

**Data Breach Compliance Is Not An Option,
It's the LAW**