



Holiday Identity Theft

11/21/2008

Identity theft is the fastest-growing crime in North America. Historical records show that during a recession white collar crimes such as fraud increase, and the likelihood of identity theft is compounded during the holiday season. In addition to the standard steps consumers can take to protect their identity, they can be empowered by knowledge and know what their risk is of having their identity stolen.

BasePoint Analytics®, a leader provider of scientific fraud and risk analytic scoring solutions, now offers the BasePoint Identity Theft Risk Assessment. You can get a "risk score" in minutes by completing a free 10-questions risk assessment survey at <http://www.basepointanalytics.com/myrisk/>. Instant results include a personalized risk score, which indicates a U.S. consumer's risk of identity theft based on current behaviors and past experiences. In addition to the risk score, consumers learn the top factors underlying their risk level, and a list of key actions to take to better secure their identity.

Created by the fraud scientists at BasePoint Analytics who successfully predicted the impending implosion of the [mortgage](#) industry and saved the financial services industry more than a billion dollars in fraud losses, this free Identity Theft Risk Assessment survey is being offered to arm you with knowledge and recommendations to preventing their identities from being stolen.

“BasePoint applied its predictive pattern-recognition technology and knowledge to create this unique assessment of identity theft risk. This same approach has been proven to precisely identify high risk payment transactions and mortgage loans, preventing billions of dollars of fraud losses for leading financial institutions globally,” said Tim Grace, President and CEO of BasePoint Analytics.