



Cover for identity fraud

The 'Aim' logo is centered on the page. It features the word 'Aim' in a large, bold, black sans-serif font. The letter 'i' has a solid black dot. The text is contained within a white, rounded, speech-bubble-like shape that has a red swoosh on its right side. The background of the entire page is a gradient of orange and red, with a white grid pattern that recedes into the distance, creating a sense of depth.

Aim

Aim for excellence

Identity protection
starts here.

www.aimlegalexperiences.co.uk

What's inside.

- 3 The impact.
- 4 Cover for limited companies.
Cover for limited companies and directors*.
- 5 Cover for sole traders and partnerships.
- 6 Cover for individuals.
- 7 Which protection? Choose the cover that's right for you.

How will you cope if someone runs up debts in your name?

Identity theft is costing the economy millions every year (APACS, 2008). You can protect yourself or your business now and get:

- Insurance for the expensive costs of resolving identity fraud
- Professional guidance if your business becomes a victim, helping you resolve the matter
- Services that help prevent fraud in the first place

Fact

Identity fraud is costing British businesses £50m a year.

Equifax, 2007

Fact

Tens of thousands of victims reported the crime in 2007.

CIFAS, 2008

Fact

92% of identity theft goes unreported.

Experian, 2007

Fact

Card fraud rose to £535.2 million in 2007.

APACS, January 2008

Fact

It can take up to 15 months to discover you have been a victim of identity fraud.

Office of the Data Protection Supervisor, April 2007

* Directors registered with Companies House; excludes any company traded on any stock exchange or similar

The impact.

Identity theft occurs when someone uses your personal or business information to fraudulently obtain goods or services in your name.

Your identity is a valuable asset and should be protected at all times.

Fraudsters will use any means necessary to access your sensitive information and the consequences can be devastating. They can take out loans with your details, empty your account, or order goods in your or your business' name.

The risk of business identity fraud.

All businesses are at risk of identity fraud. Thieves can:

- Take out credit or loans in your business' name
- Take payment from customers in your name
- Order goods from suppliers and leave you with the bill
- Access or change Companies House information, including business address and directors' details

As well as causing severe financial loss, business identity theft can damage your reputation and your relationship with suppliers and customers. In many cases this is too much for businesses to recover from.

The risk of personal identity fraud.

Armed with just a few items of information about you, thieves can use your personal identity to:

- Access your bank and credit accounts
- Obtain official documents in your name (e.g. passport or driving licence)
- Take out credit or loans in your name
- Claim state benefits in your name
- Order goods or services in your name

Without protection, it can take up to 15 months to discover you're the victim of identity theft, by which time your finances and credit rating can be in ruins (Office of the Data Protection Supervisor, April 2007).

Which cover?

We offer four options. Your broker can help you decide the perfect choice for you.

Case study

The target:

Dummy Supply Ltd*, manufacturers of dolls and mannequins for high-street shops.

Their story:

Unexpectedly, a potential partner questioned Dummy Supply's credit worthiness after checking the company's credit rating.

Surprised, Dummy Supply checked its credit report and found that a number of business loans and credit cards had been registered in its name for several months, for which it had not made minimum payments.

The hoped for partner walked away. Meanwhile, Dummy Supply has been unable to sort out the issue. Their credit rating has plunged and lenders have passed on their details to a debt collection agency.

* Name has been changed to protect the identity of the business involved.

For limited companies.

cpp Commercial Identity Protection

For limited companies.

The cover that gives limited companies the protection they need, from insurance to credit monitoring services.

- **Up to £150,000 insurance cover**
Cover for the legal and communication costs of restoring your business' identity.
- **Up to 4 business credit reports per year**
View your business' credit information stored at Companies House and information on your legal and credit status. Business credit reports provided by Experian.
- **Credit monitoring and alerts**
You'll know if someone is attempting to use your business' details. We will notify you if someone applies for credit in your business' name or if any changes are made to your information at Companies House.
- **Dedicated identity theft expert**
Professional support and guidance in the event of identity fraud.
- **On-site fraud investigation service**
On-site fraud investigation service, including a detailed report on the cause and extent of the crime with an action plan to restore your business' identity.

Fact

Companies House is a public record registry and does not verify the information it receives.

Fraud advisory panel, December 2007

cpp Company Identity Protection Plus

For limited companies and directors*.

Company Identity Protection Plus offers the same benefits of the standard policy, but with personal Identity Protection Alert for up to 5 of your directors*.

That's because we recognise the risks they face. Their details are public, putting them at high risk for personal identity theft. For details of personal Identity Protection Alert, see page 6.

* Directors registered with Companies House; excludes any company traded on any stock exchange or similar

Case study

The target:

CIT Enterprises,* a printing company with an annual turnover of around £800,000.

Their story:

An IT supplier approached the company, demanding payment for 20 computers delivered the previous month. The owner, Mr Lloyd,* had placed no such order.

He then received further demands from other suppliers. Companies have now refused to work with the business due to their poor credit record. CIT Enterprises are now facing mounting court bills while losing major customers.

* Names have been changed to protect the identity of the person and business involved.

For sole traders and partnerships.

cpp Commercial Identity Protection

For sole traders and partnerships.

- **Up to £100,000 insurance cover**
Cover for the legal and communication costs, and other expenses incurred in taking action to resolve the effects of business or personal identity fraud.
- **Unlimited online access to your credit report**
Access your personal Experian credit report to check your credit status and history, and the details held about you.
- **Credit monitoring and alerts**
Experian will monitor your credit report and alert you by SMS or email if there are any significant changes.
- **Dedicated identity theft expert**
Professional support and guidance in the event of identity fraud. Your dedicated identity theft expert will work with you to analyse and stop the identity fraud, and act as a central point in restoring your name.
- **Still more great benefits**
Valuable document registration, passport and driving licence cover and protective registration. You'll find these benefits detailed on page 6, under Identity Protection Alert.

Case study

The target:

Stella Milgoe,* a small florist operating as a sole trader.

Her story:

Miss Milgoe received a call from her main supplier, advising her that her payment had been rejected. Stella called her bank, but she was unable to pass security because the address she gave was not the one registered on her account.

Stella was eventually able to access her details to find that a new debit card had been issued earlier in the month to a new address in London. Her bank passed the case on to the fraud team; in the meantime her account was frozen.

In the following weeks, Stella spent hours explaining the situation to suppliers, but they were unable to take new orders until the debt was cleared. Without fresh stock, Stella was unable to operate her business.

Months later, the fraud has been resolved, but Stella has still not recovered from the lost customers and business.

* Name has been changed to protect the identity of the person involved.

For individuals.

cpp Identity Protection Alert

For individuals.

- **Up to £50,000 insurance cover**
Cover for the legal and communication costs, along with other expenses incurred in taking action to resolve the effects of identity fraud.
- **Unlimited online access to your credit report**
Access your personal Experian credit report to check your credit status and history, and the details held about you.
- **Credit monitoring and alerts**
Experian will monitor your credit report and alert you by SMS or email if there are any significant changes.
- **Dedicated identity theft expert**
Professional support and guidance in the event of identity fraud. Your dedicated identity theft expert will work with you to analyse and stop the identity fraud, and act as a central point in restoring your name.
- **Valuable document registration**
Register your personal documents with CPP for safekeeping. If a document, such as your passport or driving licence, is lost or stolen, CPP has your details to make replacement quick and easy.
- **Passport and driving licence cover**
£200 insurance for the cost of replacing your passport or driving licence in the event they are lost or stolen.
- **Protective registration**
If your identity has been compromised, a warning will be placed on your credit report. This will ensure that potential lenders request further identification when verifying an application, making it more difficult for the fraudster to succeed.

Case study

The target:

Mrs Sullivan*

Her story:

Mrs Sullivan's new debit card went missing in the post and her bank account was emptied. Her credit cards were also fraudulently used to their limit even though she had not lost them. In addition Mrs Sullivan received bills for several mobile phone accounts that were taken out in her name.

Her dedicated identity theft expert took her through the process of clearing her name and placing a warning on her credit record to request further identification for future credit applications.

Mrs Sullivan also activated her CPP credit alerts to ensure that she is notified of any other applications for credit in her name.

* Name has been changed to protect the identity of the person involved.

Which protection?

While identity theft is rising, you and your business can avoid becoming statistics. Compare cover to find the protection that best suits your needs.

COVER	Company Identity Protection	Company Identity Protection Plus	Commercial Identity Protection	Identity Protection Alert
COST	£150 for one year†	£250 for one year†	£89.99 for one year†	£59.99 for one year†
Who's covered	Limited Company	Limited company and directors*	Sole traders and partnerships	Individual
Insurance cover (€50K for directors*)	£150,000	£150,000	£100,000	£50,000
Credit monitoring alerts	Business	Business and personal	Personal	Personal
Credit reports	Business (4 p/a)	Business (4 p/a) and personal	Personal	Personal
Fraud resolution	Dedicated identity theft expert/ Solicitors referral/ Fraud investigation	Dedicated identity theft expert/ Solicitors referral/ Fraud investigation	Dedicated identity theft expert/ Solicitors referral	Dedicated identity theft expert/ Solicitors referral
Extra security checks from CIFAS, the UK's fraud prevention service	Business	Business and personal	Personal	Personal
Passport/driving licence cover	n/a	n/a (£200 for Directors)	£200	£200
Inclusive director policies (IPA)	n/a	Up to 5	n/a	n/a
Excess	£100	£100	£50	£50
Eligibility	Available to any incorporated company, except those traded on any stock exchange or public listing; limited liability partnerships excluded	Available to any incorporated company, except those traded on any stock exchange or public listing; limited liability partnerships excluded	For sole traders or partnerships, and whose business finances are linked with their personal finances; not available to incorporated companies	For any UK resident 18 years or older; does not cover business activity

† Price includes Insurance Premium Tax

* Directors registered with Companies House; excludes any company traded on any stock exchange or similar

To take out cover, talk to your broker today.



About CPP.

CPP helps businesses and people cope with the complexities of modern life. We provide our customers with protection and support for what's really important to them, including their identities, plastic cards and mobile phones, just to name a few. Where these are lost, damaged or stolen we know that our customers need help to put things right. And that's precisely what we do. We deliver immediate repair or restoration through cost-effective and straight-forward insurance assistance that enables our customers to get on with business or their personal lives — without a worry. **We call this life assistance.**

We've been doing this for more than 25 years and, with more than 10 million customers across Europe, North America and Asia, we know how to do it well.



Cover is arranged by Card Protection Plan Limited and underwritten by Homecare Insurance Limited. Both are members of the CPP group of companies. Card Protection Plan Limited. Registered Office: Holgate Park, York YO26 4GA. Registered in England No. 1490503. Homecare Insurance Limited. Registered Office: Holgate Park, York YO26 4GA. Registered in England No. 2793290. Both are authorised and regulated by the Financial Services Authority.